

LIFE

THE MAN-MADE MOON TAKES SHAPE
FOR FIRST STEP IN SPACE CONQUEST
A BOY'S BURDEN: LITTLE SISTER



SHELL OF SATELLITE
MIRRORS ITS MAKERS

20 CENTS

JUNE 3, 1957



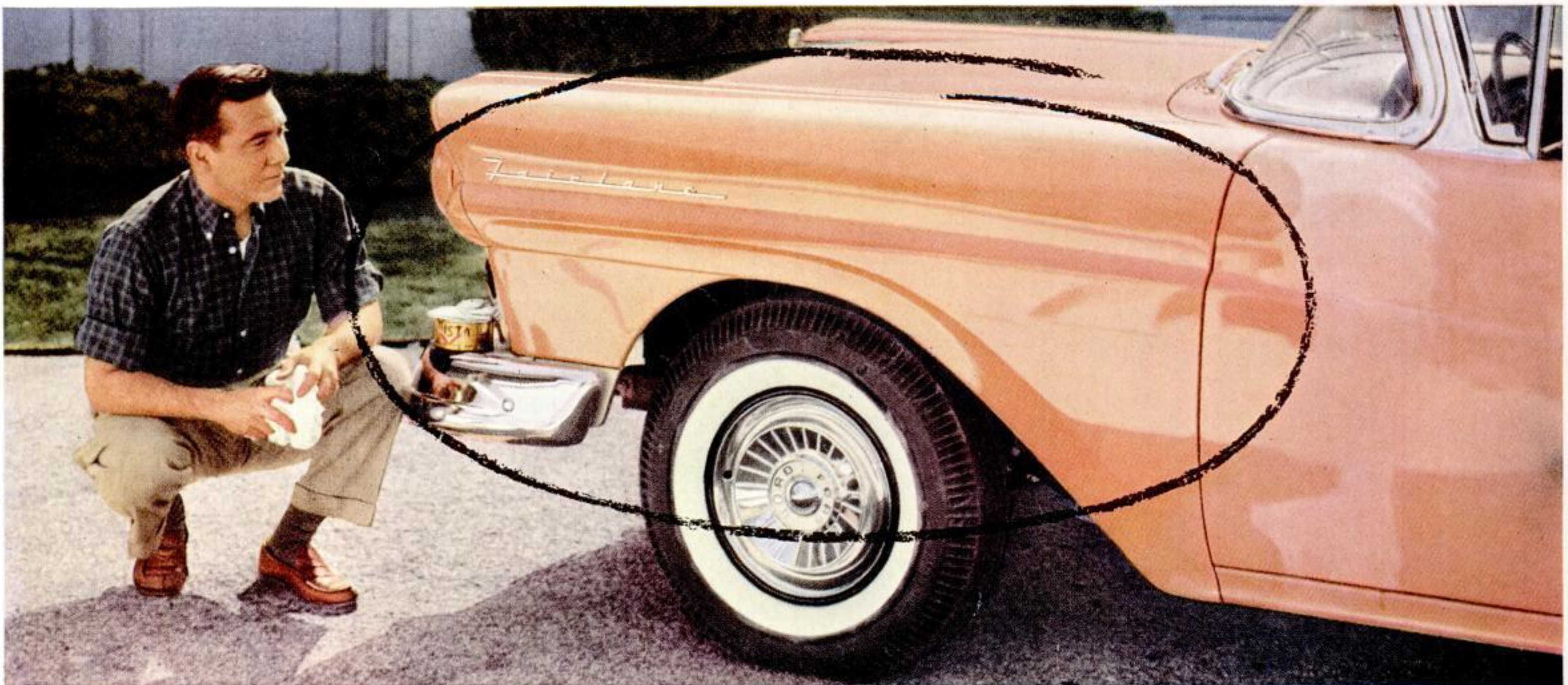
fast!

new Vista

by Simoniz shines up faster
than any car wax you've
ever used...cleans and waxes
in one easy application...yet
gives hard **paste wax** lustre
and durability!

reason: VISTA IS TURBO-WHIPPED

VISTA is tough paste wax, plus cleaner, *turbo-whipped* together. This exclusive mixing process by Simoniz whips hard wax into soft particles . . . makes it possible to clean and wax in one easy application. Designed for today's gay car colors, turbo-whipped VISTA is ideal for *all* car finishes. Try it!



Front fender, '57 Ford, cleaned and waxed. **VISTA TIME: 3½ MINUTES. DURATION: UP TO 6 MONTHS.**



THEY'RE ALONE



BUT THEY'RE NOT UNATTENDED

ANYWHERE THEY GO, the ladies know they have a friend just down the road—the man in the service station. The helpful, friendly way he does his job has earned him the respect of all his customers—passing motorists and his fellow townspeople.

He's an independent businessman who plays an important part in America's daily life. His skill and training keep a nation on the road. His professional way of doing business is a credit to the oil industry he represents. He's a man you can trust to take expert care of one of your major investments—your automobile.

With such a friend always so close at hand, no wonder the ladies feel at ease when they're on the road!

There are over 200,000 men like this ready to help you, and every motorist, on every highway and byway throughout America. Knowing that trained, experienced and friendly help is as near as the next service station makes motoring a carefree pleasure.

America's service station teams give today's motorists the road-long reassurance that they never drive completely alone.



ETHYL CORPORATION
New York 17 • New York

Manufacturers of "Ethyl" antiknock compound—used by oil companies everywhere to improve their gasolines.

This One



FYXC-9DN-FUY1

Tornadoes at worst

First the drought, then crippling snows and disastrous floods, now the worst string of tornadoes in years bedevil the Midwest and Southwest.



TORNADO REFUGEES

Satellite's progress

The historic U.S. attempt to create a man-made moon goes into a critical stretch as scientists rush to achieve man's first conquest of space.



MOON AND MAKERS

Many roles for Marilyn

In a new film Marilyn Monroe acts up to the Laurence Olivier standard and in a grab bag of costumes she is a knockout in roles she thought up herself.



OLIVIER AND MONROE

The little sister

Tender, perceptive pictures tell the age-old story of the abuse and affection, oppression and protection a little sister gets from her big brother.



CARROLL AND GUNNY

Amateur bank holdups

Bank robbing has been invaded by amateur crooks. LIFE tells the fantastic story of how one bunch of bunglers temporarily got away with \$188,784.



AMATEURS AT WORK

Architects' choice

Pointing the way to the architecture of the future, the American Institute of Architects picks the outstanding U.S. buildings of the past 10 years.



IN OKLAHOMA BY WRIGHT

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A Naval Research Laboratory technician examines the silvery coating of a partly finished satellite shell, while reflected in its glistening surface a colleague works with satellites in varying stages of completion (see pp. 42-52)

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A Look at the World's Week
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14, 15—PAUL SCHUTZER
16—COURTESY THE METROPOLITAN MUSEUM OF ART, BOB MERZ COURTESY SOUTHWEST KIWANIS CLUB OF ST. LOUIS—RICHARD W. VESEY
27—WILLIAM STRAETER FROM A.P.
28, 29—LT. DRAWING BY ADOLPH E. BROTMAN—DRAWING BY MATT GREENE: RT. RALPH CHUBBUCK—RICHARD CLARKSON—ROLAND POLSON
30, 31—U.P.—A. Y. OWEN
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Your body is
too important
to "swallow" anything
but the TRUTH

Now, From Research Comes Truth: Medical Science reports important new findings on BAYER versus an aspirin with a 'buffer' added...based on major studies to determine speed of pain relief without stomach upset.

Yes, this research further verifies that BAYER Aspirin is still the safest, gentlest, fastest-acting pain reliever you can get!

THE TRUTH

BASED ON 3 YEARS' RESEARCH

In 1954, as part of a continuing research project to bring greater certainty and absolute truth to the field of pain relief, BAYER sought the aid of one of America's foremost analgesic authorities, whose work is centered in several of New York's largest clinics. This specialist began a carefully controlled series of clinical tests—tests on people in actual pain—to compare the action of BAYER Aspirin versus aspirin with a 'buffer' added.

Thousands of tests were made on patients actually suffering pain...the findings were checked and rechecked, analyzed and corroborated beyond any question or doubt. Throughout three intensive years, the results were always the same!...bringing to light new and additional verification that BAYER is the safest, gentlest, fastest-acting pain reliever you can buy.

THE TRUTH

—CONFIRMED...

BAYER called for further tests, further evidence. This new research was conducted by members of the staff of one of the East's prominent Medical Schools.

Again and again, the two pain relievers... BAYER and aspirin with a 'buffer' added... were tested clinically to determine speed of pain relief without stomach upset...tested on people actually suffering from many types and degrees of acute pain suffered daily by millions.

Again, the results were the same...adding further confirmation that ever-dependable BAYER Aspirin is still the safest, fastest, gentlest pain reliever you can get!

THE TRUTH

—CONFIRMED AGAIN!

To climax its relentless search for the truth about pain relief, BAYER requested an eminent professor of a renowned Mid-Western Medical School to undertake a new and completely independent study of people in actual pain. The two pain relievers were again compared under true pain conditions. The findings of this third and exhaustive study were overwhelming and indisputable!

Hundreds of pain-ridden patients in the three independent studies verified over and over again that BAYER is still the safest, most reliable antidote for pain in medical history. You can trust your body to BAYER to feel better fast.

THIS RESEARCH is based on the one final and absolute method for testing the value of pain relievers—by studying people suffering from real pain.



YES, FROM RESEARCH COMES TRUTH...

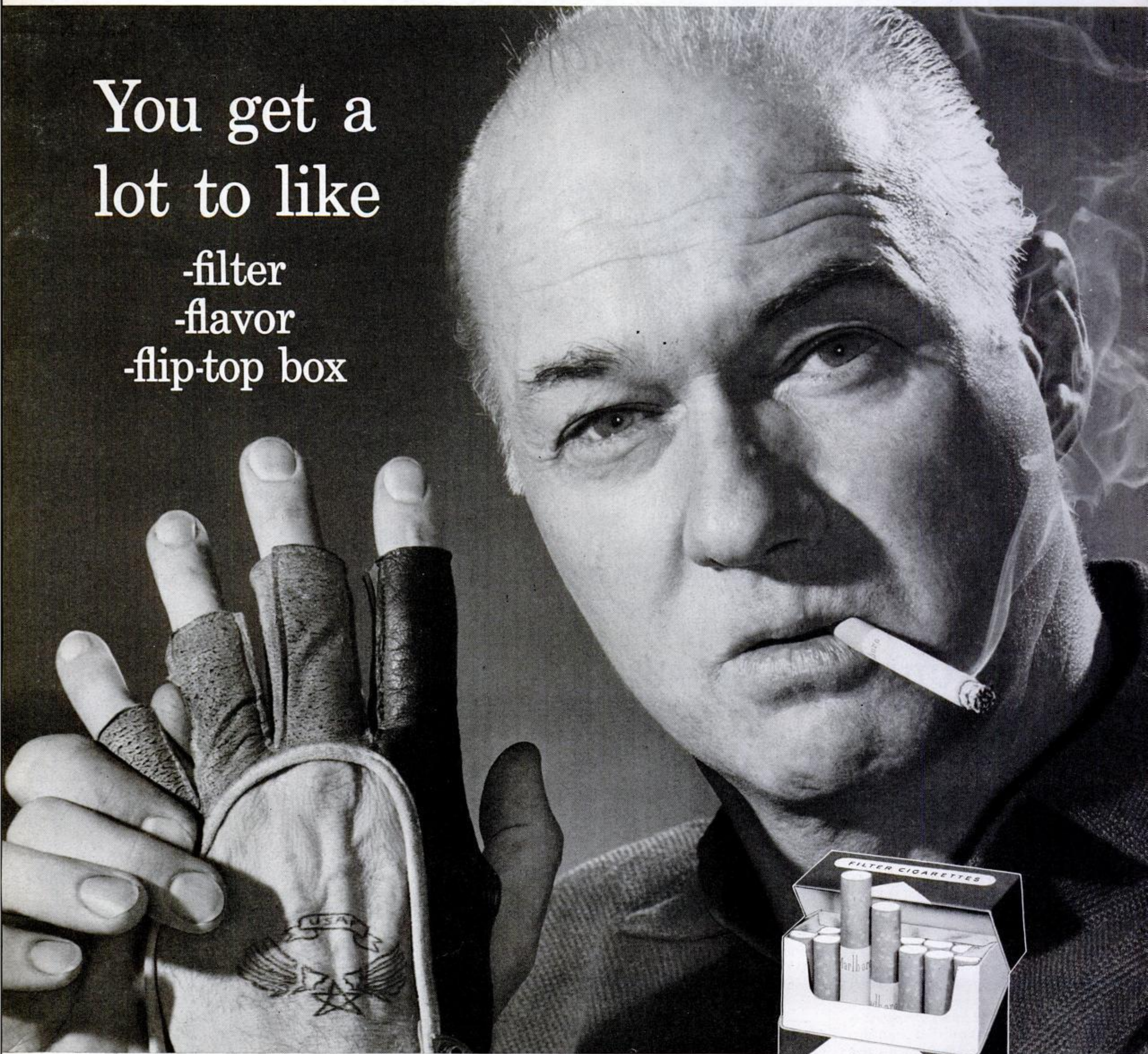
The safest, fastest-acting pain reliever you can get...

BAYER
ASPIRIN

Marlboro

You get a
lot to like

-filter
-flavor
-flip-top box



Here's old-fashioned flavor in the new way to smoke. The man-size taste of honest tobacco comes full through. The smooth-drawing filter feels right in your mouth. It works fine but doesn't get in the way. Modern Flip-Top Box keeps every cigarette firm and fresh.

(MADE IN RICHMOND, VIRGINIA, FROM A NEW MARLBORO RECIPE)



POPULAR
FILTER PRICE

NEW
FLIP-TOP BOX

Sturdy to keep
cigarettes
from crushing.
No tobacco in
your pocket.
Up to date.

Copyrighted material



Let WHITE HORSE carry you smoothly through a country week-end

*The quality control code on each label
is your assurance every gentle drop
of White Horse Scotch Whisky
has been approved
for uniform lightness and flavor.*



Every label has its
own code number

BLENDING SCOTCH WHISKY, 86.8 PROOF. SOLE DISTRIBUTORS: BROWNE VINTNERS CO. INC., NEW YORK, N. Y.



Slim silhouette portable in Turquoise & Mist Green. Model 17P1330, 17-inch (over-all diagonal) tube. 155 sq. in. of viewable area. Other colors: Beige & Tawny White, Charcoal & Mist Gray.

New! 1958 General Electric Big-Screen Portable works wherever a console will—goes where a console won't. Has even greater pulling power than before. The new 110° tube gives it 11 square inches more picture—155 square inches! Yet the cabinet's slimmer (a shelf-deep 15 inches), the whole set's lighter (a trim 30 pounds) than before. Built-in, telescoping antenna. Retractable handle. See your General Electric dealer now.


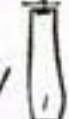


Manufacturer's suggested retail prices include Federal excise tax, one-year warranty on picture tube, 90 days on parts. UHF at small additional cost. Prices subject to change without notice. General Electric Company, Television Receiver Department, Syracuse 8, N. Y.

Progress Is Our Most Important Product

GENERAL  ELECTRIC

THE WASH 'N' WEAR SLACKS

Just wash  ...drip dry  ...and wear



**Summertime...livin' is easy
in these neat, cool wash 'n' wear slacks**

Hot weather coming! Want comfort? Neatness? These lightweight slacks give you both, plus wash-and-wear convenience. Made with 65% "Dacron"* and 35% cotton, they're easy to wash by hand or machine, and they drip dry on a hanger—neat, unwrinkled, ready to wear. And "Dacron" helps your slacks *keep* their neat good looks through

many wearings. These advantages last for the life of your wash-and-wear slacks when they're made with 65% or more "Dacron" polyester fiber. Pick up a pair for casual wear this summer. Most clothing stores offer a variety of styles and colors.

*"Dacron" is Du Pont's registered trademark for its polyester fiber. Du Pont makes fibers, does not make the fabric or slacks shown here.

DACRON
REG. U. S. PAT. OFF.



BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY



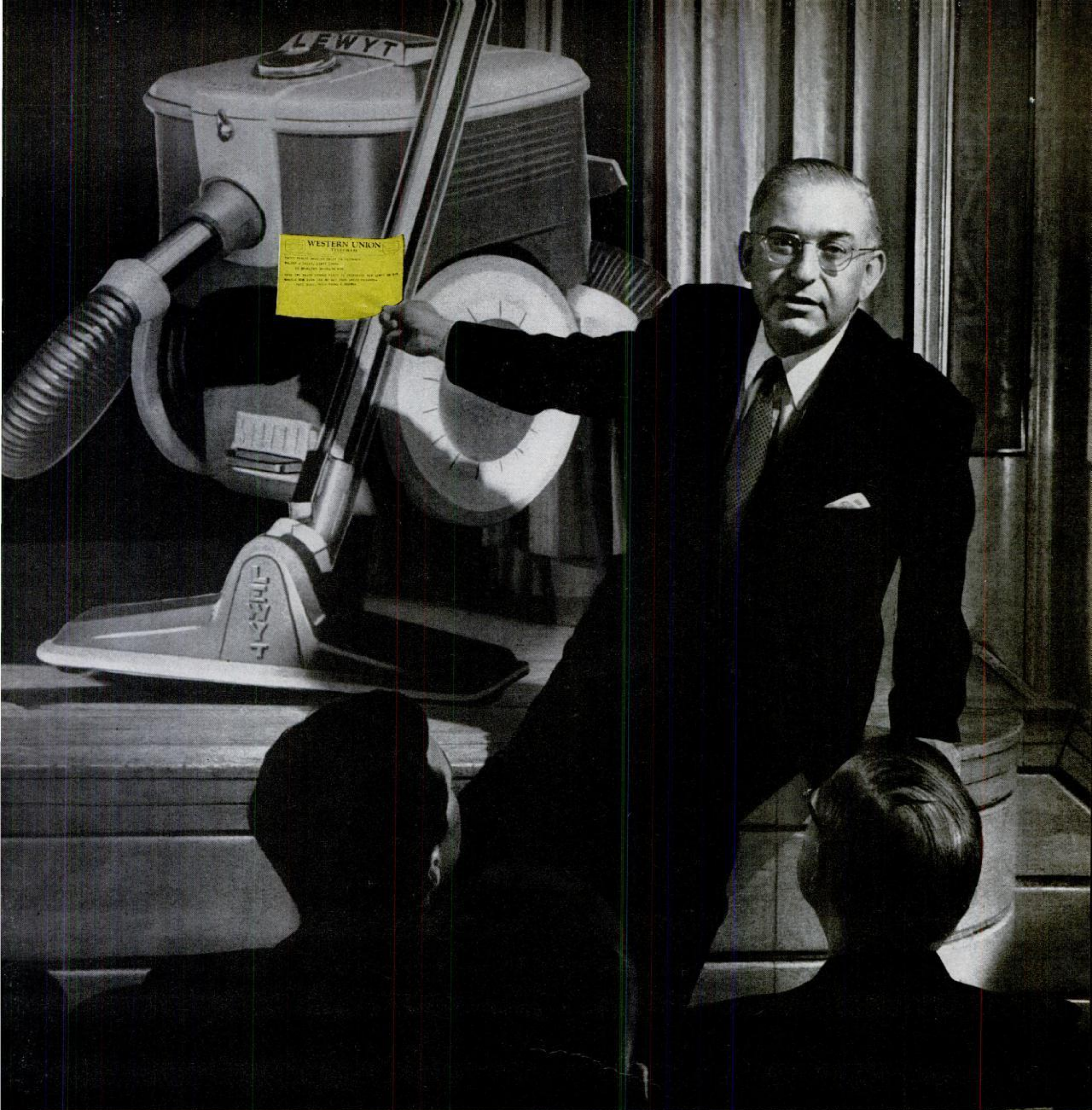
Knowledgeable people buy Imperial
—and they buy it by the case

Whiskey by Hiram Walker

BLENDING WHISKEY • 86 PROOF • 30% STRAIGHT WHISKEY • 6 YEARS OR MORE OLD
70% GRAIN NEUTRAL SPIRITS • HIRAM WALKER & SONS INC., PEORIA, ILLINOIS



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Alex Lewyt, President, Lewyt Corporation, as photographed by Arnold Newman

Alex Lewyt cleans up 102,318 orders in one day with telegrams

"When the Lewyt big wheel vacuum cleaner was unveiled at our sales meeting," says Alex Lewyt, "response was tremendously favorable. Distributors were excited—wanted to get the news to our dealers immediately. We agreed—but we also wanted to get *orders* fast to plan our production schedule. So telegrams making the announcement and asking for orders by wire were sent simultaneously to thousands of dealers. Back came an avalanche of orders—*102,318 of them in less than 24 hours!*"

More than a million times a day, business finds it wise to wire. Telegrams quote prices, confirm orders, route shipments. Speed plus the written record make the telegram essential to American business.

Send Telegrams by Wire

For a list of Western Union Telegram rates, see page 100 of the Western Union Telegram Book.

WESTERN UNION

TELEGRAM

Send Telegrams by Wire

For a list of Western Union Telegram rates, see page 100 of the Western Union Telegram Book.

ON ANY OCCASION ...

IT'S WISE TO WIRE!



A Little Girl's Day is filled with trying to be like Mommy. She "helps" around the house . . . bakes "pies" in her sandbox . . . and gives her dolls very, very wet baths . . . and because she is such a little girl, she gets messy, and her clothes must be washed and washed and washed . . . so Mommy makes sure they have the "Sanforized" label—and nothing else but! After all, little girls grow fast enough without trying to keep up with shrinkage, too.

•SANFORIZED•
TRADE • MARK

Cluett, Peabody & Co., Inc. permits the use of its trade-mark "Sanforized," adopted in 1930, only on fabrics which meet this company's rigid shrinkage requirements. Fabrics bearing the trade-mark "Sanforized" will not shrink more than 1% by the Government's standard test.



THERE'S A DIFFERENCE!
Every "Sanforized" fabric must pass this rugged shrinkage test—boiled, washed for an hour—checked by the "Sanforized" inspector.

THE NEW

Sunbeam SHAVEMASTER

SUPER-CLOSE

NOW in COLORS



NOW, after 29 years of research SUNBEAM announces an electric razor that shaves as close as a safety razor without muss—fuss—nicks or skin irritation—and it's more comfortable and convenient too.



MODEL G—Carrying case shown above can also be used as a convenient wall cradle as shown below.

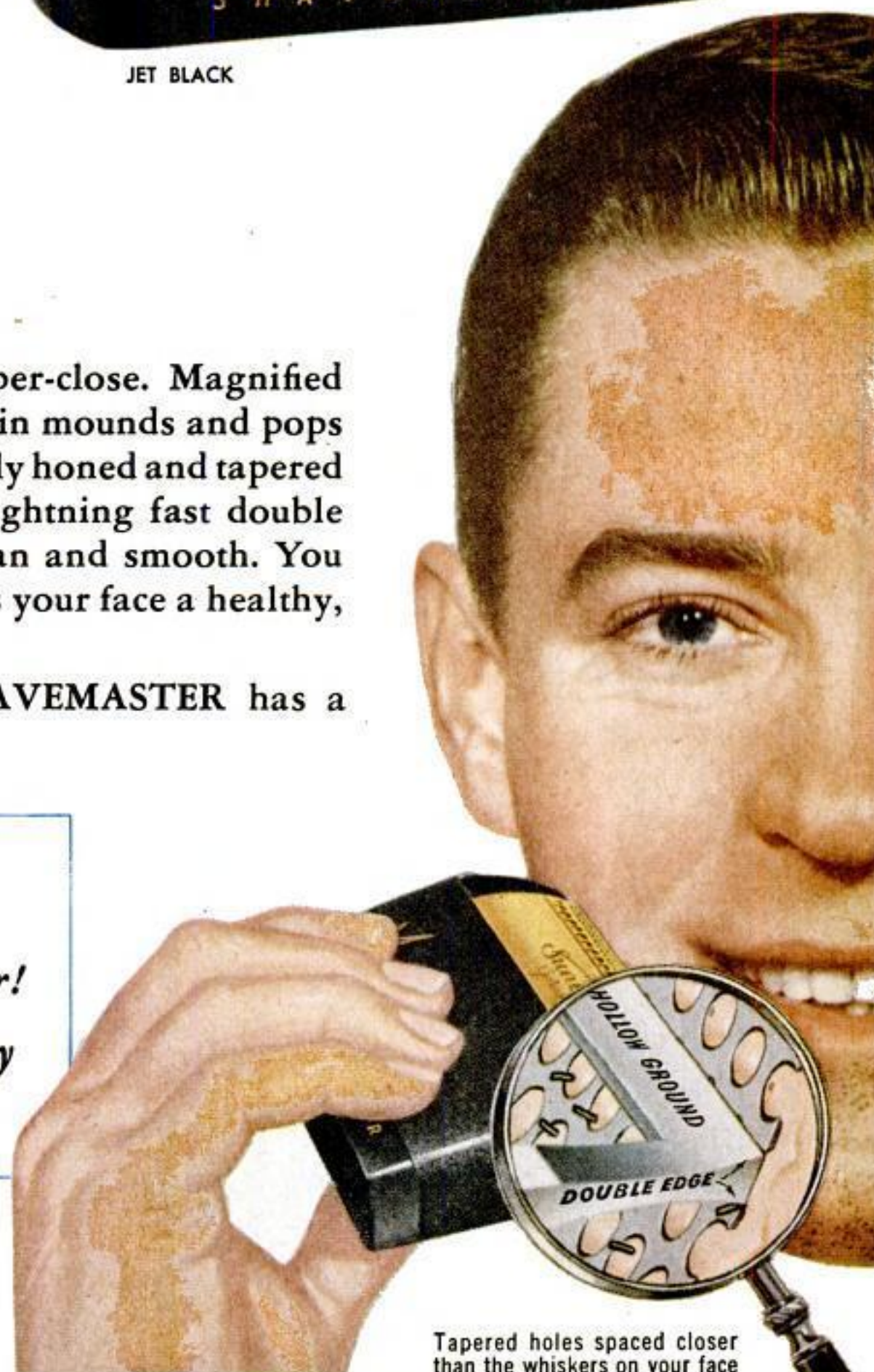
Here's why the new SUNBEAM shaves super-close. Magnified view shows how large round head flattens skin mounds and pops up whiskers through holes that are scientifically honed and tapered inward. The back and forth action of the lightning fast double edge cutter then cuts the whiskers close, clean and smooth. You shave with a gentle circular motion that gives your face a healthy, youthful glow.

Super-fast powerful motor. Only the SHAVEMASTER has a 16-bar armature type REAL motor.



MODEL GZ—Genuine Leather Deluxe Zipper Case.

*Ask your dealer
about a
liberal trade in offer!
Also a FREE 14 day
Home Trial.*



Tapered holes spaced closer than the whiskers on your face

Look for the MARK of QUALITY **Sunbeam** Famous for SUNBEAM FRYPAN, PERCOLATOR, etc.

SUNBEAM CORPORATION, Dept. 53, Chicago 50, Illinois • Canada: Toronto 18

©S.C. ©SUNBEAM, SHAVEMASTER



1957 IMPERIAL PRICES RANGE FROM ABOUT \$4763 TO \$6996, DEPENDING ON MODEL AND EQUIPMENT ORDERED, LOCAL TAXES, DELIVERY AND TRANSPORTATION CHARGES.

The car that captured a nation overnight...

IMPERIAL

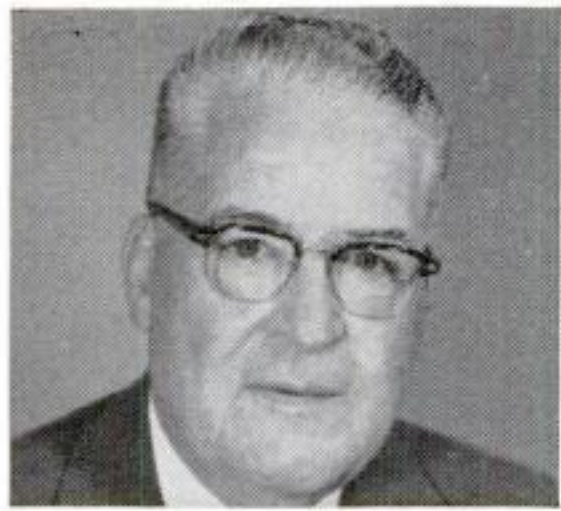
Finest expression of The Forward Look ➤

Like all truly great originals, the glorious Imperial has made an impact on car design that will be felt for years and years to come. Its great success — reflected in overwhelming orders — is America's all-out tribute to triumphant good looks and good taste . . .

matchless power and performance . . . and a remarkably attractive price range. Make one your own — to know all the tingling pride reserved for the man who drives the exclusive Imperial.

IMPERIAL . . . FINEST PRODUCT OF CHRYSLER CORPORATION

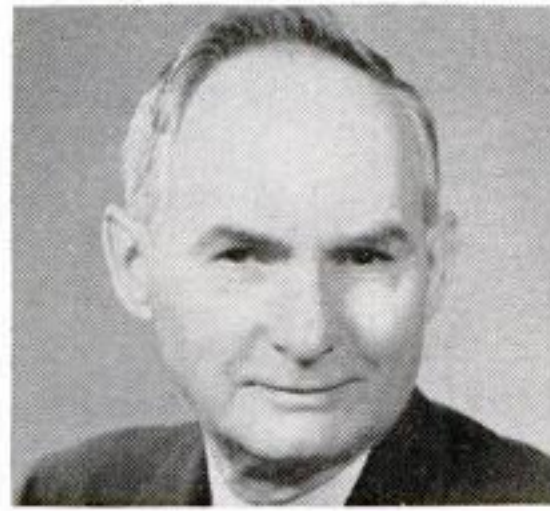
HALF A CENTURY OF SERVICE...Telephone men and women who have been with the business for fifty years



EDWIN A. BIGELOW
Stores Manager
Cleveland, Ohio



CARMEN S. DANIEL
District Manager
Alexandria, La.



WILLIAM A. DIXON
Assembler
Chicago, Ill.



ALICE V. DREA
Chief Operator
Boston, Mass.



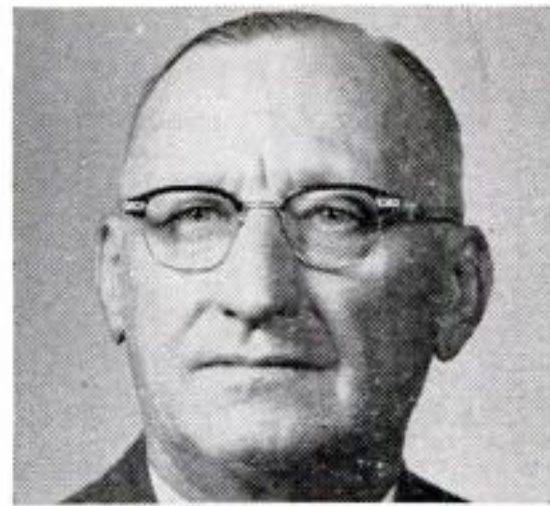
CHARLES P. EDWARDS
Installer-Repairman
Newton, Mass.



CATHERINE J. FLAHERTY
Disability Visitor
Clifton, N. J.



HAROLD HARKER
Staff Assistant
Philadelphia, Pa.



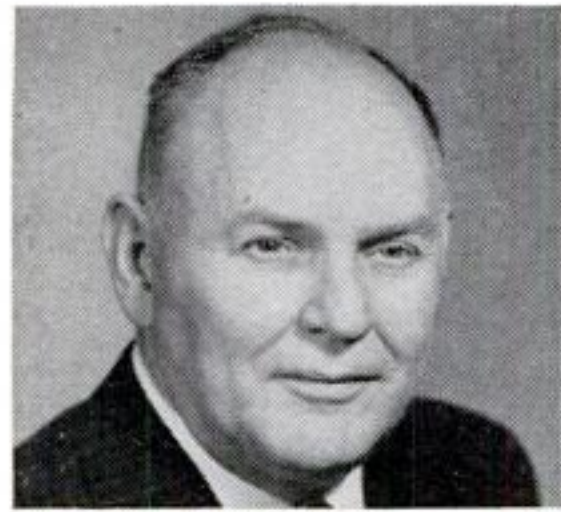
H. W. HERPEL
General Staff Supervisor
Detroit, Mich.



WILLARD T. KINNEY
Supervising Engineer
Denver, Colo.



JOHN S. LEHNING
Public Telephone Manager
Nashville, Tenn.



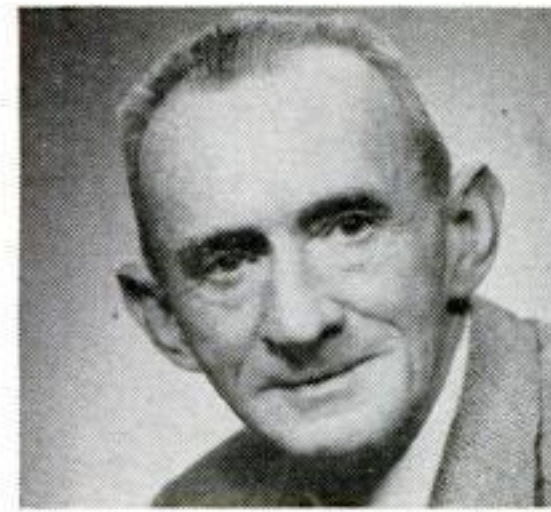
ARTHUR LENNSTRUM
Auditor
Chicago, Ill.



ALBERT L. LOTH
Wire Chief
Richmond, Va.



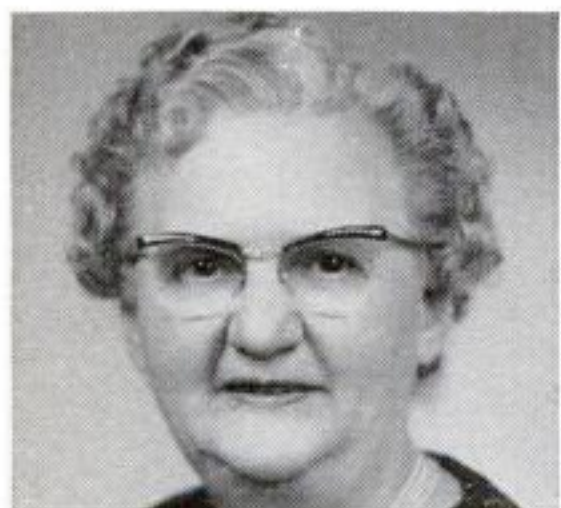
WILLIAM V. MAHER
PBX Repairman
New Haven, Conn.



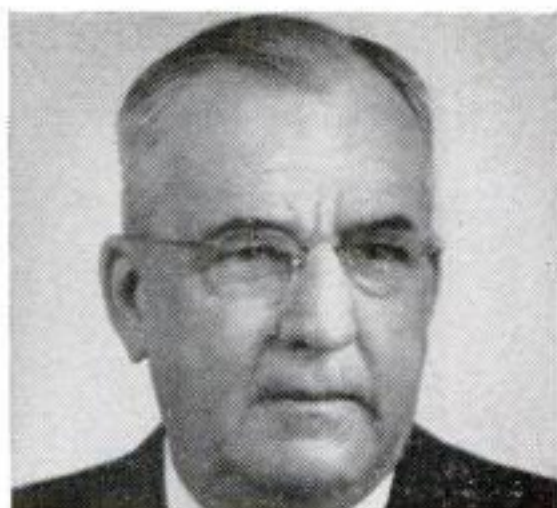
FRANCIS A. MURPHY
Stockman
New Bedford, Mass.



JAMES S. RUSSELL
District Plant Engineer
Salisbury, Md.



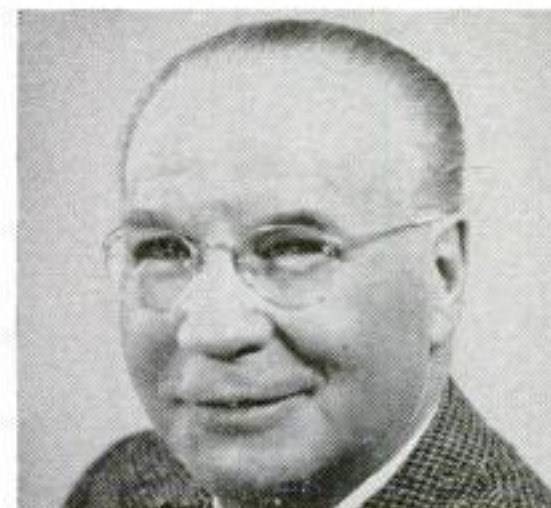
MRS. MARY M. RYAN
Supervising Stenographer
Newark, N. J.



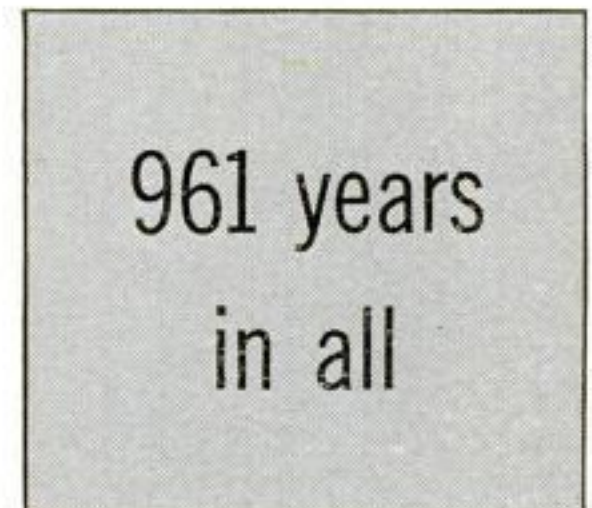
EARL V. TURNER
Manager
Sanford, Fla.



MRS. ANNA WINDHAM
Operator
Dallas, Texas



RAYMOND J. WOLF
Supervising Engineer
White Plains, N. Y.



The telephone men and women
pictured here have a total of
961 years of service.

They have been with us for fifty years

Telephone men and women have always been one of the greatest assets of the business. Many have been with us a long time and have found it a pleasant place to be.

As many as 291,100 have ten, twenty, thirty, forty and more years of service. Some, as shown above, have served the public and their companies for half a century.

Singly and together they can say... "I have been part of a useful enterprise. My work has helped to make it grow."

It is the sum of all this experience—in research, manufacturing and operation—that helps you to have good service today and provides the solid foundation for still greater things to come.

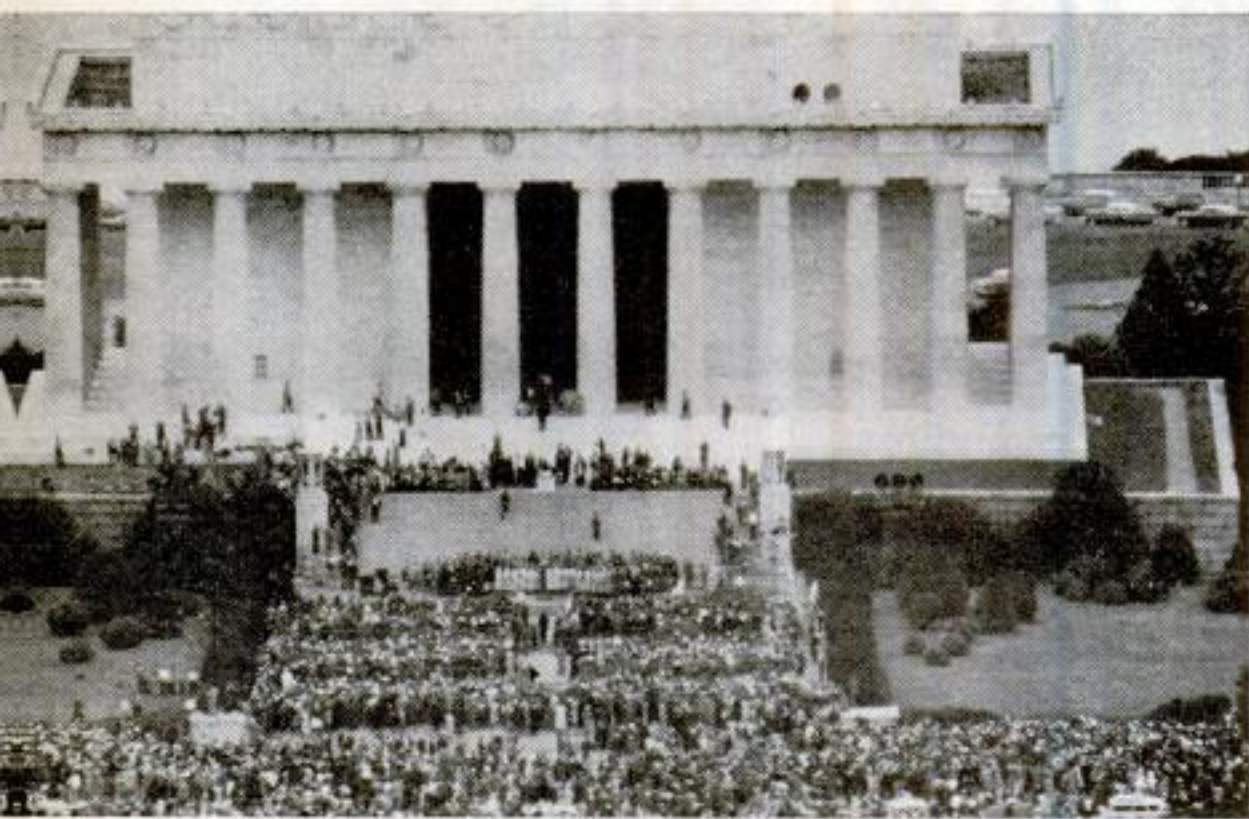
291,100 telephone men and women have ten or more years of service

Up to 10 years service . . .	484,841
10 to 19 years service . . .	152,642
20 to 29 years service . . .	68,022
30 to 39 years service . . .	63,027
40 and more years service . . .	7,409

Working together to bring people together... **BELL TELEPHONE SYSTEM**



FERVENT FACES AMID A GATHERING

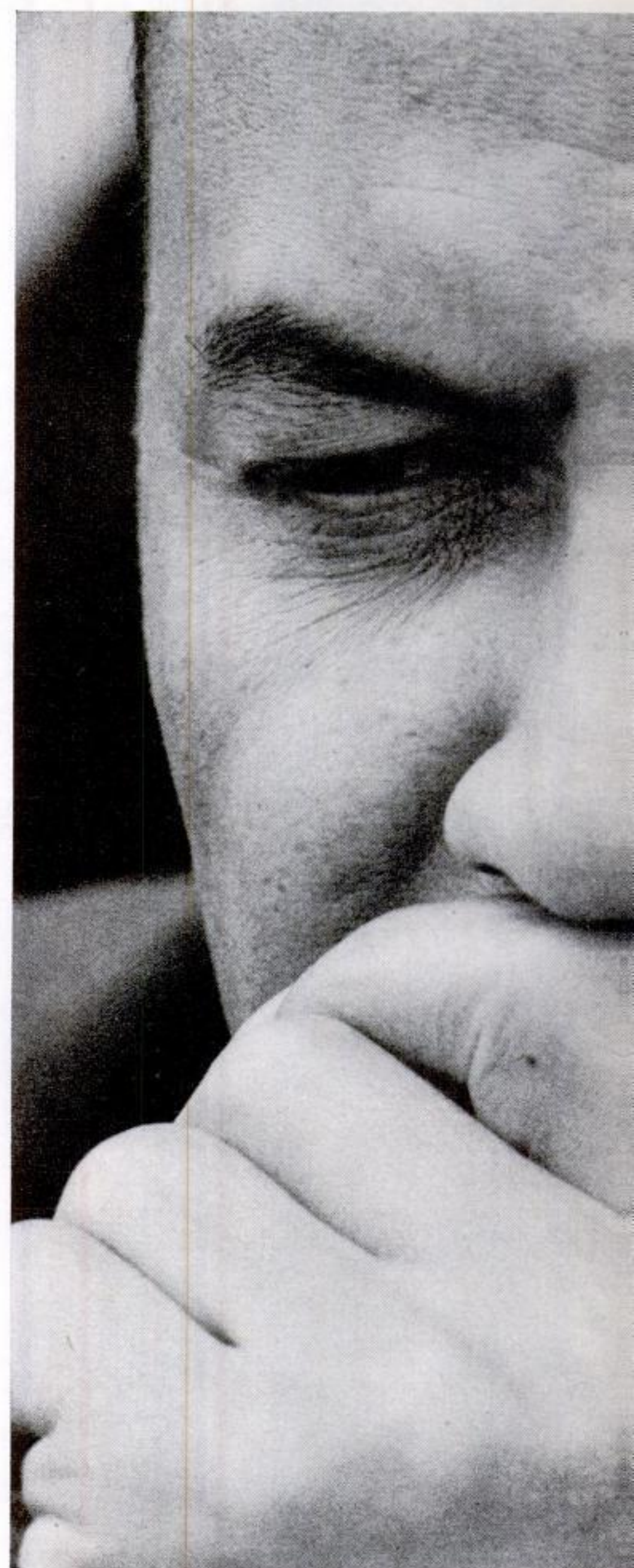


PANORAMA OF PILGRIMS at Lincoln Memorial is seen in view from Washington Monument.

The camera of Paul Schutzer caught these faces in a crowd of 15,000 people who assembled in Washington from 30 different states on a mass "prayer pilgrimage for freedom." The pilgrimage, on the third anniversary of the Supreme Court's segregation decision, was planned to urge the President, Congress and both political parties to make the court's decision a reality.

The meeting was made up of songs and Scripture readings and speeches, the most important by the Rev. Dr. Martin Luther King Jr. of Montgomery, Ala. (LIFE, March 5, 1956). "We must work passionately and unrelentingly," said Dr. King. "... Let us never become bitter." As he wandered through the crowd, Photographer Schutzer found this spirit reflected in the expressions of the pilgrims listening, with prayerful intensity, to the exhortations.

CHICAGO GOSPEL SINGER MAHALIA JACKSON SINGS "KEEP A-TRUSTIN'" DURING THREE-HOUR MEETING

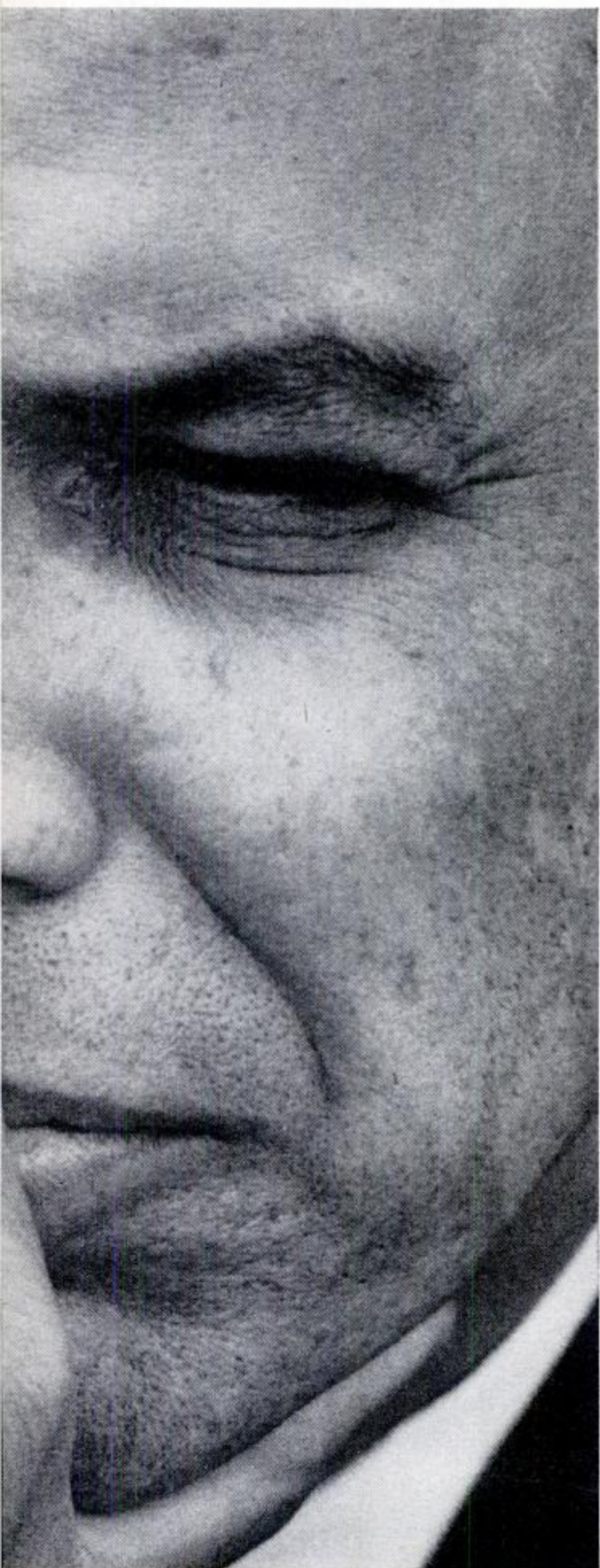


FIERCE CONCENTRATION SHOWS ON FACE OF JUDGE

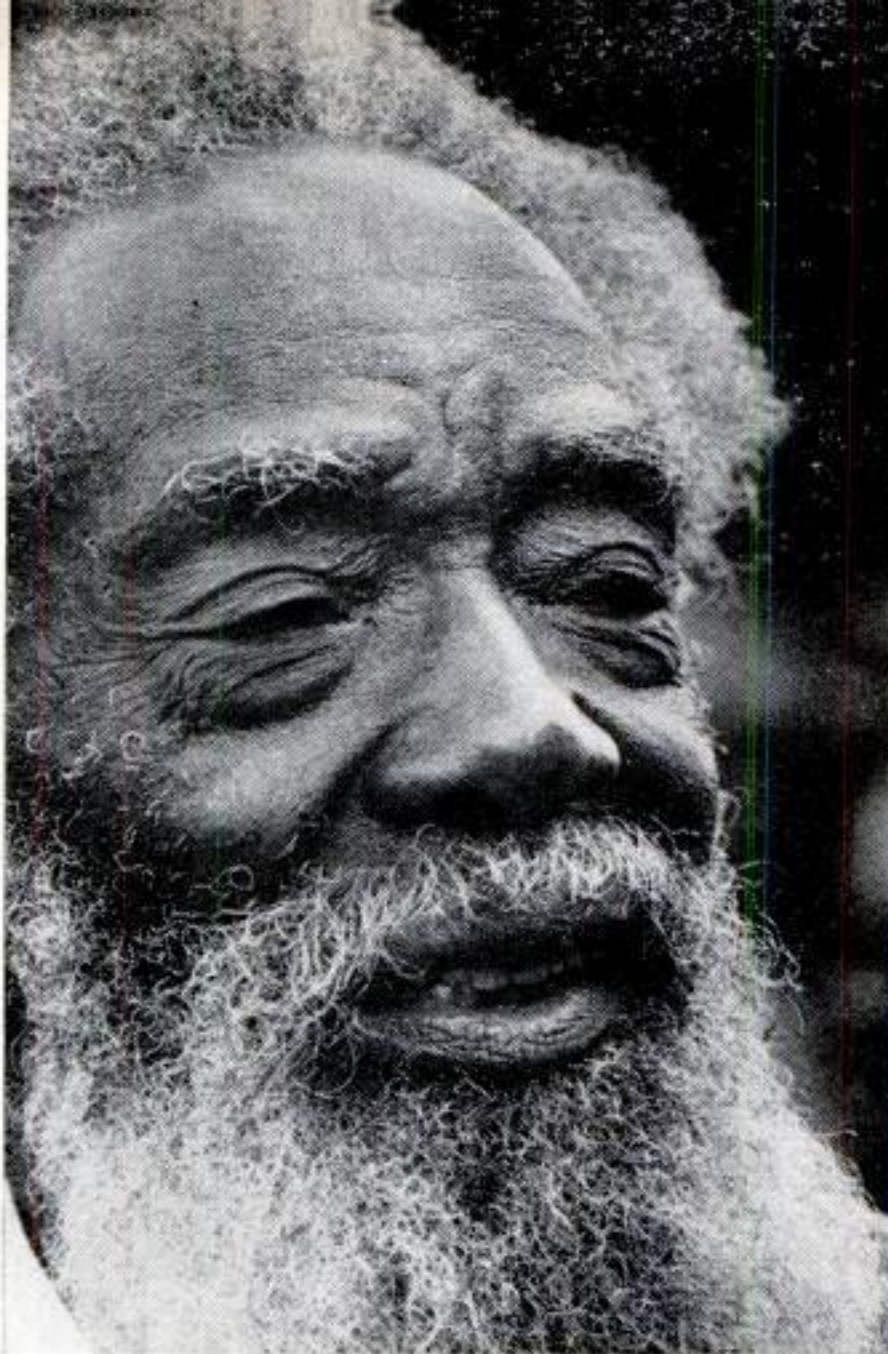


INTENT LISTENER, an elderly woman, sat almost immobile as speakers voiced hope and warning.

OF PILGRIMS



EDWARD R. DUDLEY OF NEW YORK DURING SPEECH

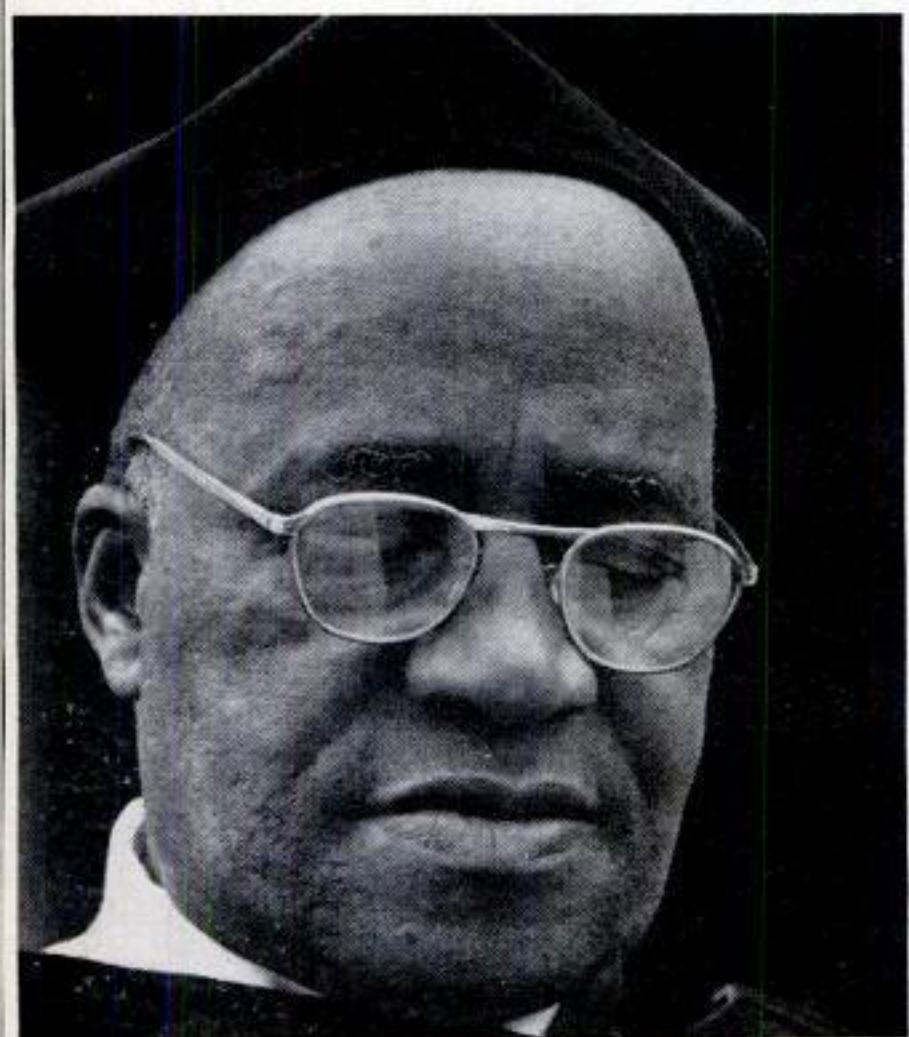
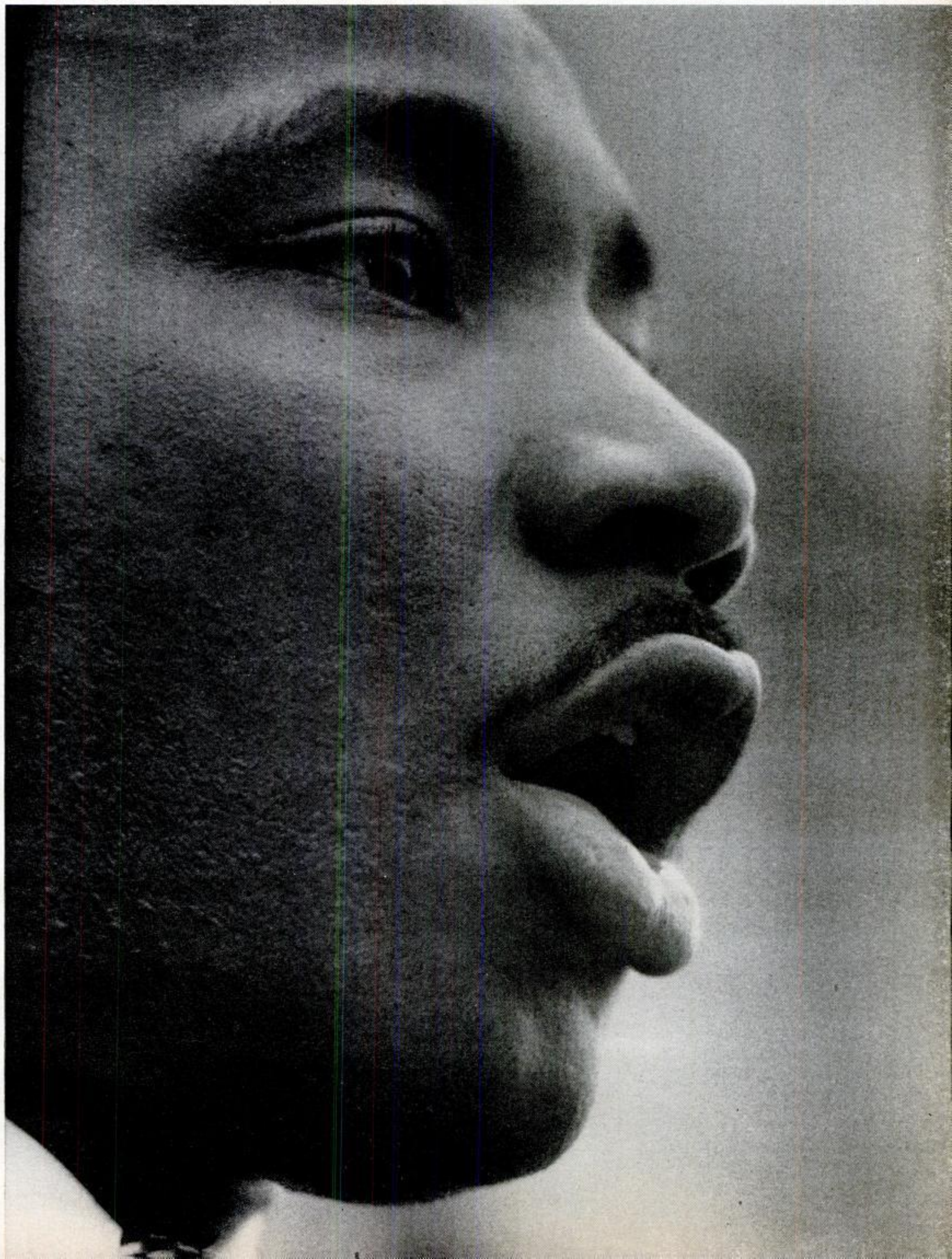


PATRIARCHAL PILGRIM sat through meeting in quiet dignity, once broke into a pleased smile.



PRETTY PILGRIM follows with close attention the speech by Dr. King (*below*) at meeting's climax.

WITH QUIET FORCE, REV. DR. MARTIN LUTHER KING CALLS FOR ACTION TO IMPLEMENT COURT DECISION



PRAYERFUL PASTOR, Rev. I. G. Glover from Brooklyn, broods during one of rally's speeches.

LETTERS TO THE EDITORS

SEEKING THE MAGIC MUSHROOM

Sirs:

"Seeking the Magic Mushroom" (LIFE, May 13) is without doubt just the most fascinating article I have ever read.

MRS. LARRAINE ROWLEY

Ft. Lauderdale, Fla.

Sirs:

Your article about mushroom worship is an outrage to faithful Christians. Nowhere in these pages is any criticism or excuse presented for the adoration of a fungus. Pagan rites are one thing, but using Christ's image and name is another.

MARIE SNYDER

Wichita, Kan.



CHINESE "JU-I"

Sirs:

The early Chinese probably encountered a fungus which was highly hallucinogenic. Even though it has disappeared from the soil it survives in the form of a scepter, usually fashioned of carved jade, but may be of gold, ivory, porcelain or rare wood. It is called *ju-i* which literally means "as you would wish."

The *ju-i* is given to high members of the nobility on special occasions, or to important visiting high officials somewhat as we would offer the key to the city to eminent visiting firemen. It is a popular decorative motif, and Taoists claim that anyone who is lucky enough to find a *ju-i* in the deep forest will have a glimpse of paradise.

CHINGWAH LEE
San Francisco, Calif.

Sirs:

The hallucinations so vividly described by R. Gordon Wasson are remarkably similar to the sensations reported by Havelock Ellis after eating dried "mescal buttons" (*Lophophora williamsii*).

Ellis also saw brilliant, exotic colors and also reported no physical aftereffects except for, in his case, a slight sensitivity of the eyes.

MELMOTH Y. STOKES JR.

Goldthwaite, Texas

Sirs:

I've been having hallucinatory visions accompanied by space suspension and time destruction in my New York City apartment for the past three years.

The essential difference between Mr. Wasson's visions and my own are that mine are produced by eating American-grown peyote cactus plants.

I first heard about peyote in Aldous Huxley's book, *The Doors of Perception*, in which he described this ancient "tranquilizer."

The chemicals in peyote are known. A drug called mescaline is made from it which is already in use effectively for psychotherapy and research.

I got my peyote from a company in Texas which makes C.O.D. shipments to people all over the country

for \$8.00 per hundred "buttons." It usually takes about 4 "buttons" for one person to have visions.

JANE ROSS

New York, N.Y.

Sirs:

Wasson's work is probably some fungi, if you've a lichen for it!

DICK CARPENTER

Jenkintown, Pa.

U.S. BUSINESS—A GOLDEN MOOD

Sirs:

Thank you for renewing my faith that there is an opportunity for the small businessman ("U.S. Business—a Golden Mood," LIFE, May 13).

It is interesting to note that 50 years ago more than half of "the top 30 U.S. companies" were either small businesses or nonexistent.

ERNEST HENDERSON III

Boston, Mass.

WRIGHT PICKS A FIGHT IN ARIZONA

Sirs:

"Wright Picks a Fight in Arizona" (LIFE, May 13) is an example of Arizona's gross stupidity in not recognizing the seasoned greatness of Wright and what is best for Arizona itself. The skyscraper slab idea is totally unsuited to Arizona—a monument to the spineless legislators who are afraid to express Arizona's charming individuality.

GERHARD SCHULTZ

Hermosa Beach, Calif.

Sirs:

Frank Lloyd Wright must think Arizona is inhabited by rockheads.

CHARLES B. ROGERS

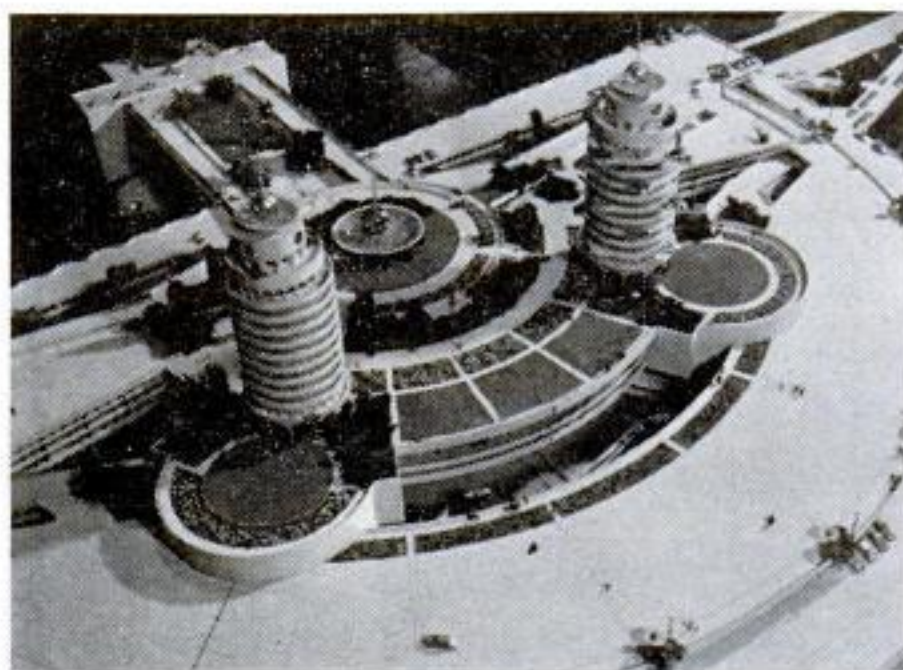
Pacific Palisades, Calif.

Sirs:

Wright picks fights all over the place and currently has the city of Madison, Wis. in a dither over a monstrosity he designed as a civic center there.

HAROLD E. ENTWISTLE

Black River Falls, Wis.



WRIGHT'S MODEL FOR MADISON

● In 1954 Madison voted \$4 million for a civic center, choosing Wright as the architect. Then Wright submitted his model, calling it "a magnificent marriage of the city and the lake." It included a 7,000-seat auditorium and two towers for hotels or office space. The cost: \$17 million. Officials are trying to reduce both the size and cost of his project.—ED.

TEEN-AGE ALLOWANCES

Sirs:

"Getting and Spending the Teen-age Allowance" (LIFE, May 13) was very interesting.

While I was working on my Ph.D. thesis, I was able to obtain and record numerous vital facts from over 2,000 pupils relative to allowances. From this data I have drawn various conclusions:

Children feel that parents are too strict on the matter of not allowing them to buy the clothes they like, and in wanting to know how much and for what they spend their money.

Adolescents also want to know what the family's money situation is if there are money problems.

And as the teen-ager matures, he feels quite keenly about the need for earning his own money instead of receiving an allowance.

DR. A. MARTIN BLOOM

Springfield, Mass.

A LOOK AT THE WORLD'S WEEK

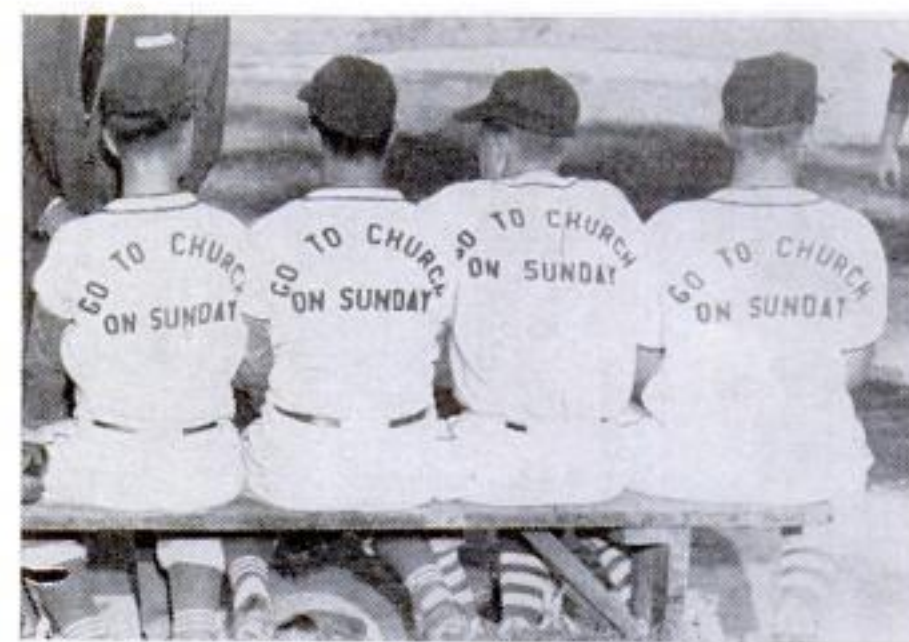
Sirs:

LIFE's photograph of young men sitting on an athletic bench with jerseys denoting sponsorship by the Ku Klux Klan was something of a shocker ("Ku Klux Letter Men," LIFE, May 13).

Here is a photograph taken recently at a boys' baseball game in St. Louis which strikes a different note. The Kiwanis Club of Southwest, St. Louis, has stitched the words, "GO TO CHURCH ON SUNDAY," on the uniforms of all club-sponsored team members. Four of the teams carried off championship trophies.

O. E. PETERSON
Secretary

Kiwanis International
Chicago, Ill.



MOTTO OF ST. LOUIS KIWANIS TEAM

WOMEN ARTISTS IN ASCENDANCE

Sirs:

I was both bemused and amused at little Jane Wilson's painting ("Women Artists in Ascendance," LIFE, May 13). Is it a painting of the Wednesday cleaning lady? Anyway Jane Wilson is certainly prettier than her painting.

MARY E. PHILO

Columbus, Ohio

Sirs:

José Ortéga y Gasset tells this anecdote: "One day Whistler received a new pupil, who immediately set herself to painting a landscape with magnificent purples and stupendous greens. Whistler looked at the canvas and asked the girl what it was that she was painting. The girl moved her eyes dreamily and replied, 'I paint nature just as it is presented to me. Is that not what one is supposed to do, Mr. Whistler?' 'Yes, yes,' replied the master quietly, 'assuming that nature doesn't present herself as you have painted her.'"

WILLIAM A. REICHEL

Los Angeles, Calif.

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When tensions build up—take time to relax...

then enjoy one of these
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Left to right—Collins, Bacardi 'n Cola, Daiquiri, "On the Rocks" and the famous Bacardi Cocktail

CRYSTAL BY BACCARAT

Just *look* at all you can do with a bottle of Bacardi! So take time to relax. Stretch, breathe deeply—and have the smooth, easy-to-make Bacardi drink that fits your mood. Mix it well, but mix it leisurely. And sip its goodness slowly.



Bacardi Daiquiri—Put 2 teaspoons frozen limeade or lemonade concentrate in a shaker or pitcher with ice. (Or use juice of ½ lime or lemon with ½ teaspoon sugar.) Add jigger of Bacardi, shake or stir *well* (the colder the better) and serve in cocktail glass! *Remember, the original Daiquiri was made with Bacardi—the best still are!*



Bacardi 'n Cola (Cuba Libre)—Pour a generous jigger of Bacardi over ice cubes in a tall glass. Fill with cola. (Squeeze in a little lemon or lime juice if you like.) U-m-m-m!

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See your dealer soon and ask about his BETTER FOOD BUDGET—discover how to live better for less with this new food freezer plan!



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Whirlpool Corporation, St. Joseph, Michigan. (Use of trademarks ® and RCA authorized by trademark owner, Radio Corporation of America.)



BIG BASKETS glide out on nylon rollers with 192 lbs. of frozen food—baskets roll back at a touch.



DEEP-DOOR SHELVES swing food out with the door, three shelves adjust for odd-shaped items.

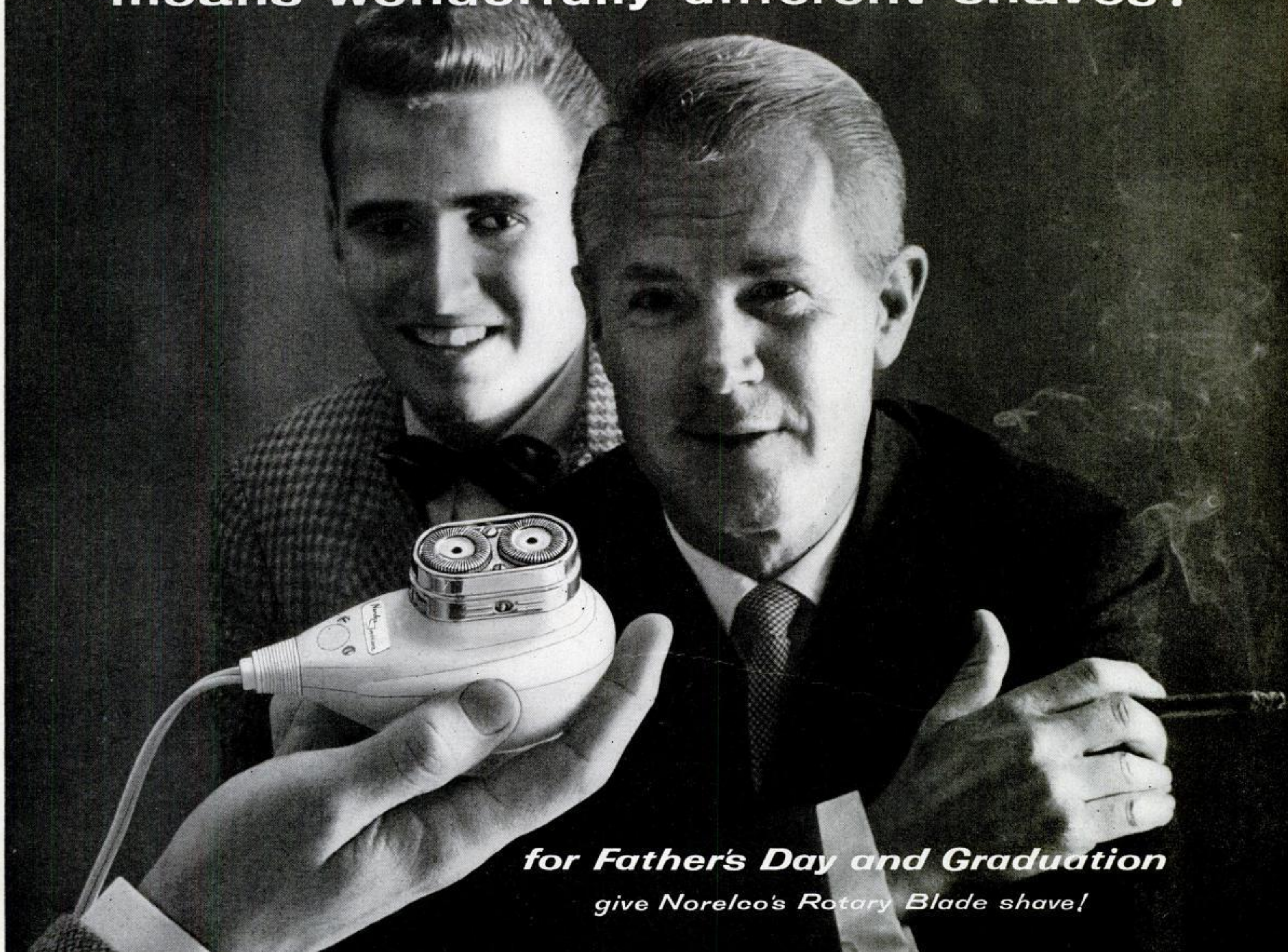


JUICE AND SOUP CANS slip out of auto-dispensers. Cans go in at top, come out below.



BIG TIP-OUT BIN practically hands you bulky packages like ice cream—tips back flush with door.

**Its basically different design . . .
means wonderfully different shaves!**



*for Father's Day and Graduation
give Norelco's Rotary Blade shave!*

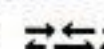

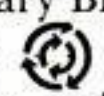
New Norelco Speedshaver ... now the fastest ever!

This year, give him the last word in shaving—the shaver that shows how good electric shaving can be. The new Norelco Speedshaver *looks* different from ordinary shavers because *it is* different. And the *wonderful difference* is in the Rotary Blade shave—clean, close, comfortable with no pinch, no pull, no burn, no need for a break-in period.

From his very first Norelco shave, a man discovers why this precision shaving instrument is the largest-selling electric shaver in the world, the fastest-growing shaver in America today.

Here's How Norelco's Rotary Blades Work: Norelco's patented *skin-stretcher* upends each whisker. 12 precision silver-steel alloy blades rotate beneath *stationary skin guards*, shave off whiskers in one continuous sweep of power.

Norelco's self-sharpening Rotary Blades, tried and proved the world over, are electric shaving's first basic improvement in 23 years.

Here's Why Norelco's Rotary Blades Work Better: Up to now, electric shavers have used a straight back-and-forth  action. But Norelco's 12 razor-keen Rotary Blades never stop, never change direction.   Constant speed strokes off whiskers cleanly, quickly, comfortably.

New Norelco Speedshaver shown here comes with leather travel case. AC/DC.....\$24.95.

New Norelco Sportsman runs on flashlight batteries or plugs into car lighter.....Now only \$24.95.

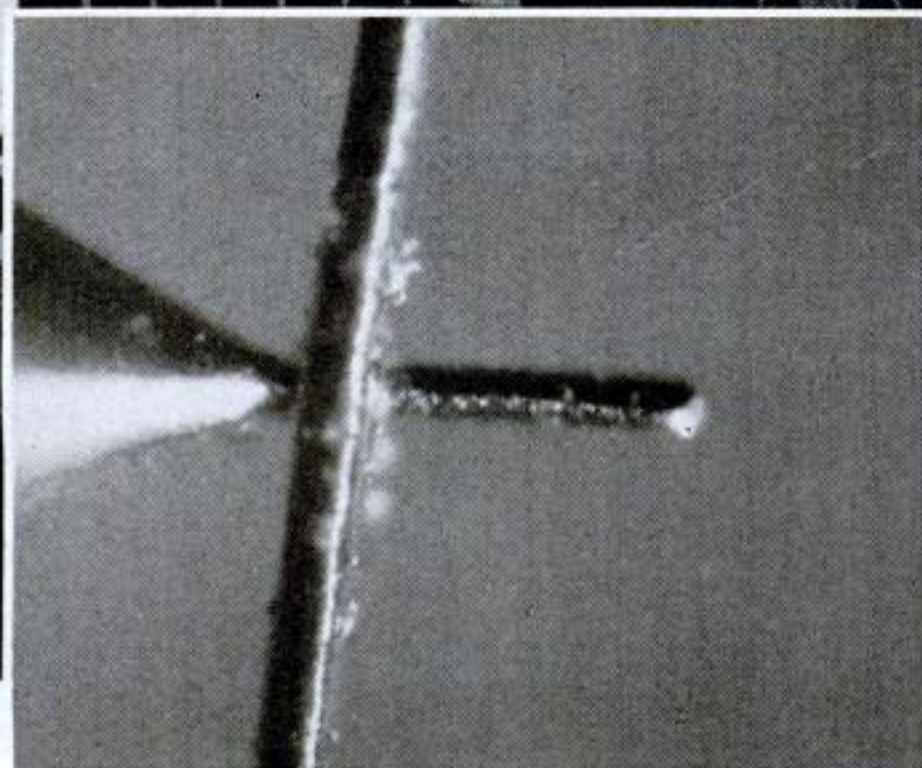
New Norelco Debutante Speedrazor gives safe "powder puff shave". AC/DC.....\$17.50.

New Lady Norelco Speedrazor deluxe twin-header. Zipper travel case. AC/DC.....\$24.95.

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Speedshaver
Now the fastest ever**

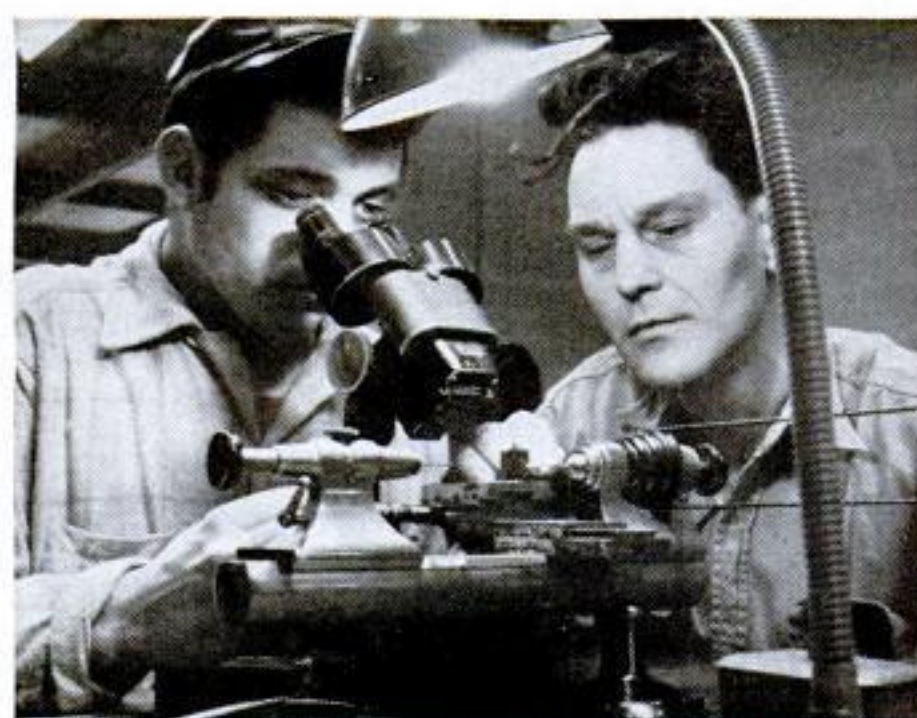


NORELCO is known as **PHILISHAVE** in Canada and throughout the rest of the free world. **NORTH AMERICAN PHILIPS COMPANY, INC.**, 100 E. 42nd Street, New York 17, N. Y. Other products: High Fidelity Radio-phonographs, Research and Control Instruments, Electron Microscopes, Medical X-ray Equipment, Electronic Tubes and Devices.



SPLITTING HAIRS—It takes 500 drills—like the one shown here going through a human hair—laid side by side to cover an inch. Yet, this is a “big” drill—others are down to 1/20th its size.

THE MAN WHO PUT NEW SKILLS IN DRILLS — John Cupler developed microscopic drills and the machines to run them. But now he has a fully equipped laboratory instead of a basement workshop. His National Jet Company in LaVale, a suburb of Cumberland, Maryland, supplies tiny drills to GM.



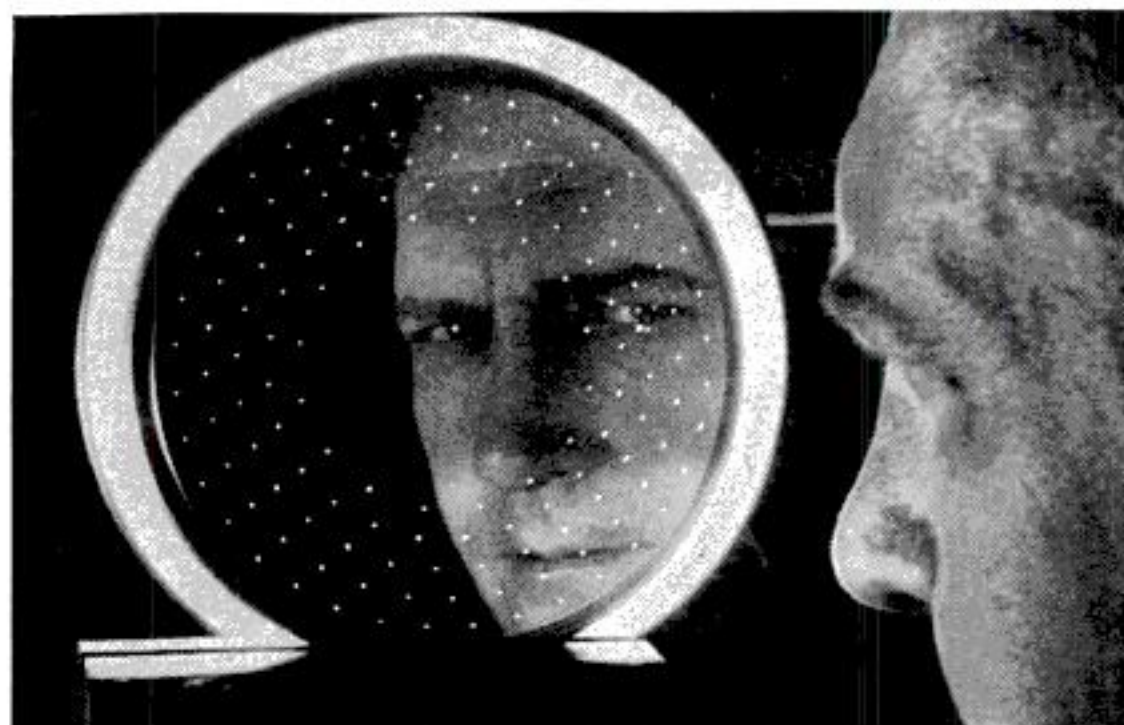
JEWEL OF A JOB is handled by apprentice Donald Johnson using a jeweler's lathe under the watchful eye of drill-making foreman.



HOLES IN THE HEART OF A DIESEL are drilled by Marion Olszanecky at GM's Diesel Equipment Division. Drills used are nearly invisible.



EXTRA GET-UP-AND-GO—Fuel injection system—made with help of John Cupler's drills—gives new Chevrolet engine extra power and mileage.



THROUGH THE LOOKING GLASS—which is actually a metal spinnerette used in the manufacture of synthetic yarns—come tiny beams of light. Holes, less than 1/1000-inch in diameter, are made by John Cupler's microscopic drills.

How a tiny drill helped General Motors unlock a huge source of power

IT'S ALWAYS HAPPENED. Let's hope it always will.

In this country—when things are in a jam—there's always some smart, inventive fellow—some Johnny-on-the-spot ready to solve the problem.

Take the time when General Motors' entire production of Diesel power faced a bottleneck. And GM engineers discovered John Cupler, in little LaVale, Maryland.

Necessity is the Discoverer of Invention

TODAY, as you know, Diesel engines power a vast variety of transportation and industrial equipment—from huge locomotives that haul our trains, to cross-country trucks and buses—from tugboats to submarines—from oil drills to sawmills—to farm tractors.

Yet not until just a few years before World War II—when GM engineers figured out how to compact the Diesel's size and devised an efficient fuel injection system to insure clean, economical fuel consumption—was the Diesel widely used. This injection system depends on holes made by drills so small it takes a microscope to use them. So when the war cut off the source of these drills—Switzerland—it was

imperative to find a new source—quickly.

Fortunately—a country-wide search discovered John Cupler. He had the answers. For he'd figured out how to make drills so small they could poke a hole in a human hair—yet penetrate the toughest metal.

GM hurried him to Detroit where he helped the engineers at the Detroit Diesel Engine Division of GM design a new-type drilling machine. In turn—they advised him how to set up a production line in LaVale. The bottleneck was broken. And GM was able to produce more than 198,000 Diesel engines—representing more than 45,000,000 horsepower for America's fighting tanks, tank destroyers, landing craft, auxiliary generators, naval vessels and locomotives.

The Tiny Idea that Made a Small Business Grow

SINCE THEN—of course—Diesel power has taken on power jobs in hundreds of industries in our economy. And as Diesel power has grown—John Cupler's National Jet Company has prospered. Today National Jet does business with five GM Divisions. His drills are used for power purposes other than Diesel alone. They help build jet engines for

planes and the new fuel injection engines for passenger cars. Besides GM he counts hundreds of companies among his customers.

Right now he's doubling his plant's size—building a new laboratory. And 35 men and women—a big payroll for little LaVale—have steady jobs with National Jet.

The National Jet Company is typical of thousands of companies in small towns and cities all over the United States. By producing what GM needs, they have brought new income to their communities—and as a result these communities in every state of the Union share in General Motors' success.

How much they share is shown by the fact that outside sources of materials and services for General Motors receive, in total, close to 50¢ out of every dollar that GM takes in.

Small Business and General Motors *Guitar Picks and Walrus Hides*

Most of GM's 26,000 suppliers are small businesses with less than 500 employees. Yet, in one year alone, General Motors spent more than 5 billion, 400 million dollars with suppliers—buying such normal items as steel, rubber and glass—such amazing ones as guitar picks, walrus hides and walnut shells.

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New improved Golden-Light MAZOLA® OIL barbecues 'em golden-brown!

DELICIOUS IDEA: Brush those tender, young broilers with marvelous Chick-N-Que Sauce made with Golden-Light Mazola Oil. (Recipe below.) And for real melt-in-your-mouth eating *every day*, there is nothing like New Improved Golden-Light Mazola Oil for cooking and salads. It's three ways better than ever! So *nice* to use... won't smoke or burn even up to 440°F. Fresher, too... there's no fresher oil available. And lighter... more delicate in flavor... the only leading oil made from pure golden corn. Try it!

CHICK-N-QUE SAUCE

½ cup MAZOLA Oil
¾ cup lemon juice or
cider vinegar
¼ cup water

1½ tablespoons salt
3 tablespoons sugar
1½ teaspoons Tabasco Sauce

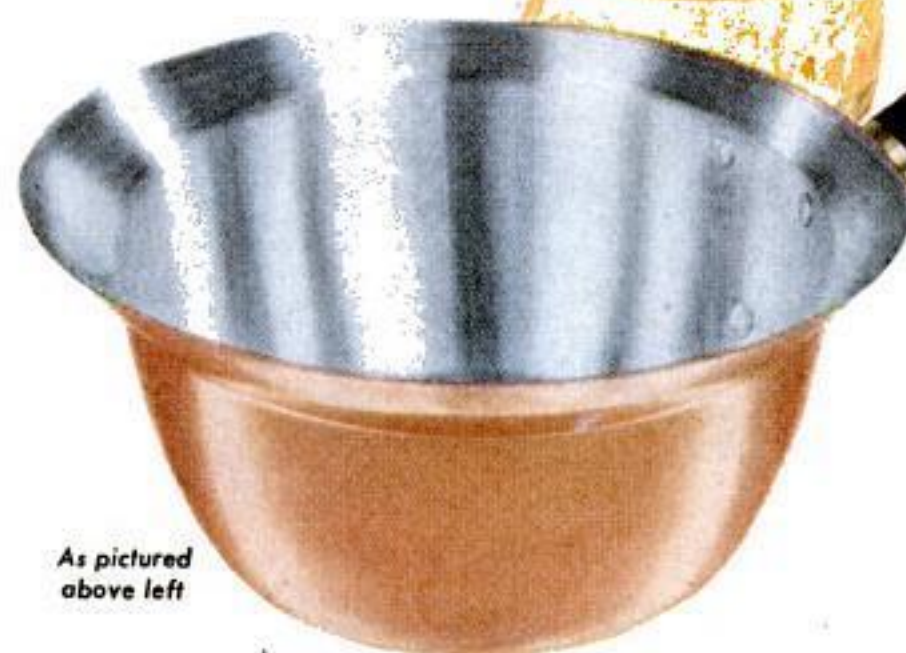
2 to 3 broiler-fryer
chickens, split length-
wise, quartered, or breast
and leg parts

Measure sauce ingredients into sauce pan. Heat to boiling. Keep hot for basting. Mix thoroughly before each basting. If you prefer a highly seasoned sauce increase Tabasco and add mustard and Worcestershire sauce.

TO BARBECUE CHICKEN: Place chicken pieces on grate. Brush with sauce. Set grate 12 inches or more from heat or glowing coals to cook slowly. Turn and baste frequently. Cook until tender. Just before serving, brush with leftover sauce or use for dunking.

BAKED CHICKEN: Place chicken pieces skin side down in shallow baking dish lined with Reynolds Wrap and baste with sauce. Bake in hot oven (450°F.) about 25 minutes or until lightly browned. Reduce heat to 325°F. Turn chicken and bake 25 to 35 minutes longer or until tender; baste frequently to use all the sauce. Serve with the drippings.

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Corn Products
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above left

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2



KENMORE 20-IN. ROLL-A-MATIC FAN
Roll comfort with you! Automatic thermostat turns it on and off. Moves 4,400 cu. ft. of air per minute at high speed. Also quiet "slumber speed." Push-button reverse. \$64.95.*

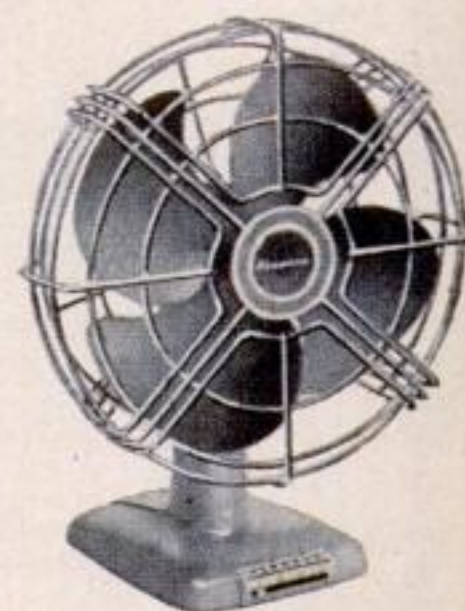
*Any fan shown, just
10% down on Sears
Easy Payment Plan.*



AUTOMATIC 20-IN. PORTABLE FAN
When heat goes up, this new Kenmore fan goes on! Just set its thermostat dial. Moves 3,300 cu. ft. of air per minute. Stops automatically, too. Flip switch to reverse. \$44.95.*



NEW 20-IN. HOMART WINDOW FAN
Cools your whole house on "low" speed, with reserve super-power for hottest days! Automatic built-in timer. Switches from intake to exhaust at a touch. \$54.95.*



KENMORE 12-IN. OSCILLATING FAN
Low in cost, high in efficiency. New safety blade guard. New automatic safety clutch stops oscillation if fan is obstructed. 3 quiet speeds. Only \$24.95. Other Sears fans as low as \$4.95.*

can keep you COOL!

1

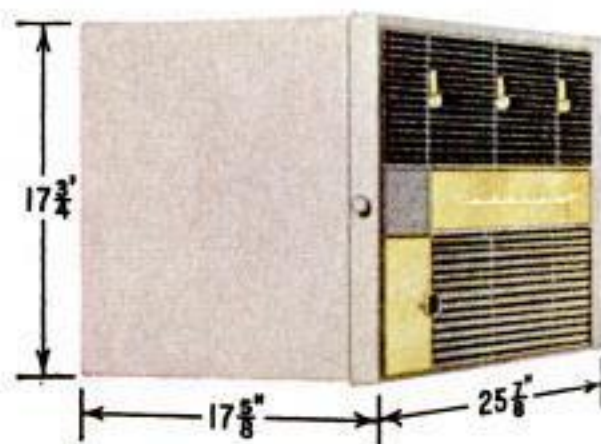
COLDSPOT ROOM AIR CONDITIONERS

NEW COLDSPOT SLENDERETTE...

fits into 40% less space than most air conditioners!

Truly compact—not just thin ($17\frac{3}{8}$ inches), but also low (only $17\frac{3}{4}$ inches). It fits flush on the inside; no excessive overhang outside; yet its low height lets daylight through your window! The Slenderette cools, circulates, ventilates, exhausts, filters, and dehumidifies. Concealed push-button controls let you tune

in the weather you want. Two-speed motor provides whisper-quiet night operation or super-fast cooling. Popular 1-hp, 12-amp. model operates on regular house current. Just \$10 down, about \$3.15 a week in convenient monthly payments. Also $\frac{3}{4}$ -hp, $7\frac{1}{2}$ amp., 115-volt; and $1\frac{1}{2}$ -hp, 230-volt models.



Exclusive Thermostat

You dial the exact temperature you want, in degrees. The rest is fully automatic!

Exclusive Filtrometer

A glance at this new filter gauge tells you when filter needs cleaning. No more clogged filters.



SEE THE NEW COLDSPOT CUSTOM WITH ELECTRONIC FILTER!

This conventional-size Air Conditioner has a deluxe Electronic Filter—holds dust and pollen like a magnet. Exclusive thermostat control and Filtrometer; push-button panel; 2-speed operation; fresh air and exhaust features. One-

hp, 230-volt model, just \$10 down, about \$3.50 a week in convenient monthly payments. Also $1\frac{1}{2}$ and 2-hp models. Other Coldspot Air Conditioners with special Sears features start as low as \$189.95.* Casement models, too.

Prices may vary in some areas

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HOMART CENTRAL AIR CONDITIONING

3



**NEW WATERLESS CENTRAL
UNIT COOLS ENTIRE HOUSE...
AS LOW AS \$399.95!**

This built-in 2-ton Central Air Conditioner cools an average 5-room home! Easy to install yourself, or let Sears arrange installation. No Money Down... up to 36 months to pay on Sears Modernizing Credit Plan. Other units up to 5 tons.

FREE LITERATURE: "Homart Central Air Conditioning (RF42-100436)." Ask for it at your nearest Sears Store or Catalog Sales Office or write: Sears, Roebuck and Co., Dept. 139, 925 So. Homan Avenue, Chicago 7, Illinois.

Sears Easy Payment Plan

It's no trouble to establish your credit at Sears. Financing is easier because you deal only with Sears. That's why Sears can save you money on low carrying charges, too.

Sears Nation-Wide Appliance Service

Immediate service is as close as your phone. 6000 factory-trained men in over 1000 locations will keep your Sears cooling unit in tip-top shape now and for the years to come. Service rates are always reasonable. In fact, service is free during the new-appliance guarantee. All work is fully guaranteed, too!



LOW PRICES! SEARS DOES NOT ESTABLISH ARTIFICIALLY HIGH "LIST" PRICES IN ORDER TO ALLOW SO-CALLED "DISCOUNT" SELLING. SEARS ORIGINAL PRICES ARE LOW PRICES.

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You'll enjoy shopping at Sears Stores and Sears Catalog Sales Offices. It's convenient to shop from the Sears Catalog in your own home, too, by mail or phone. Sears employees, you know, are the largest owners of the Sears business. They'll do their best to serve you well.

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ARROW FASHION MATES . . . STYLED TO WEAR TOGETHER



Lightweight Sport Knits in whites, colors and patterns—\$4.00

Coollest idea since the ice cube. Our special weave of lightweight cotton makes the Arrow *Checkaire* the coolest, most comfortable shirt a man can wear. Feels extra-good because it's perfectly tailored. Comes in white, a rainbow of solid colors and neat patterns . . . all in short sleeves. And they're "Sanforized"-labeled to insure perfect fit. *Cluett, Peabody & Co., Inc.*

ARROW  first in fashion
CASUAL WEAR



TEN MINUTES AFTER A TORNADO FLATTENED THEIR HOMES AT MARTIN CITY, MO., SURVIVORS INCLUDING A BADLY CUT MAN, HEAD FOR HELP AND SHELTER

A RECORD RAMPAGE OF TORNADOES AND SUDDEN FLOODS NEW TERROR IN A SAVAGE SPRING

Missourians groping their way, stunned and bleeding, from homes just shattered by a tornado, were the latest terrified victims of a terrifying season for the Southwest and Midwest.

Late winter blizzards, though easing the long, searing drought, had brought death and extraordinary hardship. Then, with the first warm days of spring, nature unleashed new terrors. The heaviest rains in years sent floods ripping through 7 states. Along with torrential rains came the greatest succession of tornadoes

ever recorded giving a hard-hit region its hardest knocks yet.

Hitting populated areas with devastating accuracy, tornadoes smashed through suburban Kansas City, leaving 38 dead and hundreds homeless. The next day new tornadoes ripped through Missouri farm communities, killing 13 more and leaving the town of Fremont almost leveled. Even as the ugly funnels descended, 8,000 residents were fleeing their homes in and around Tulsa as the Arkansas River hit

a historic floodcrest. In all, the savage spring had taken at least 100 lives and done inestimable property damage.

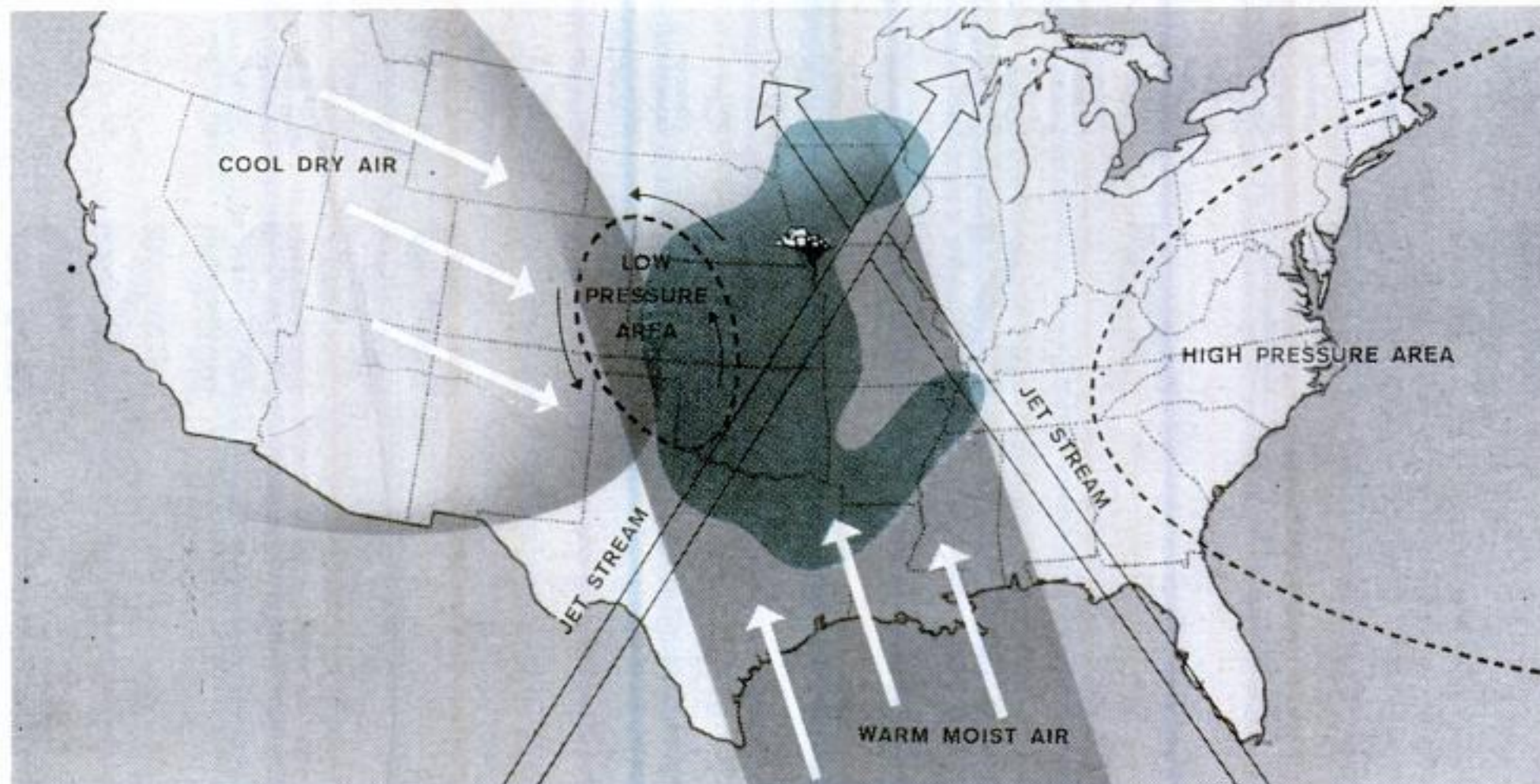
In the battered area all this seemed to confirm a widespread belief that weather patterns in the region were changing and producing more tornadoes than ever. There was continuing worry too because the tornado season was just reaching its peak, and it would be late June before the harrassed area could safely settle down to a summer of recuperation.



SEVEREST TORNADOES AND FLOODS that have occurred since late March are shown on map

above. Numbers and key at lower right list only the twisters that actually touched the ground. Storms

began in the Southwest and moved in a generally northeasterly direction. Worst damage was caused



HOW TORNADOES FORM is shown above. When a warm moist air mass meets a cool dry air mass (shaded areas) the warmer air is forced aloft where it condenses. Cold jet streams (wide arrows) draw

more warm air upwards, increasing the likelihood of thunderstorms and tornadoes. Tornadoes are most likely to occur where two jets cross each other. Green area shows hardest hit section this spring.

HOW STORMS ARE

Almost continuously since early April warm moist air from the Gulf of Mexico moved heavily over the southern plains and cool dry air blew steadily off the Rockies, setting the stage for disaster. Guided toward each other by a series of low pressure troughs stretching all the way from New Mexico to the Great Lakes, the warm air was forced upward where, buffeted by the jet streams, it formed towering thunderheads which unleashed savage rainstorms and hail the size of baseballs. But the most devastating effect was a record-breaking series of over 550 tornadoes which have hopscotched across Texas, Oklahoma, Missouri, Kansas, Nebraska and Arkansas (see map).

Scientists cannot explain exactly why some thunderheads produce tornadoes, funnels of air that spiral earthwards, at speeds up to 500



- 9 Four near Paducah, Texas, Apr. 20
- 10 Four along Red River in Texas, May 3
- 11 Fourteen near Dallas, Texas, Apr. 2, 3
- 12 Three near Ardmore, Texas, Apr. 18
- 13 Ten near Little Rock, Ark., May 13
- 14 Five near Big Springs, Texas, May 11, 12
- 15 Nine in Waco-Bryant area, Apr. 24
- 16 Four in northeastern Texas, Apr. 26

in Dallas (11), Milford, Neb. (4), southeast Missouri (8), Kansas City, Mo. (6) and Silverton, Texas (2).

BORN AND MATURE

mph. Nor can they explain the recent extremes of nature, in the form of blizzards, droughts and floods. But most meteorologists agree that these are all related to a shift in the position and intensity of undulating waves in the globe-girdling west winds that flow between 10,000 and 40,000 feet.

Some, but by no means all, of the recorded increase in tornadoes may be due to the radar-warning net that the weather bureau now operates throughout the country, which can detect twisters that do not even touch the ground or that strike unpopulated areas. And to make their warning system even more complete the bureau is now testing a radio device for homes which counts lightning strokes and will give people warning to scurry to their cellars when a severe thunderstorm comes within 30 miles.



APPROACHING TORNADO was photographed as it bore down on a Huscher, Kan. schoolhouse on

May 20. It veered to the east, missed school, but destroyed several neighboring farmhouses and barns.



TORNADO DAMAGE is examined by Donald Smith 20 minutes after the twister flattened his brother's

home in Ottawa, Kan. Swirling black cloud is from the same tornado that hit Kansas City area (below).



RETREATING TORNADO was watched from their homes by the terrified residents of Gregory Heights,

Mo. after it had roared through the nearby town of Ruskin Heights, causing widespread destruction.



TRAIL OF A TORNADO, a rubble-strewn swath runs through the symmetrical streets and homes of Ruskin Heights, 12 miles from Kansas City. Roaring out of

the southwest, the twister had hit farms, ripped through Martin City and was headed for downtown Kansas City when it veered to the suburban neighborhood.



Here it demolished the high school and shopping center, killed 30 and injured 156 others. Builders have promised to restore the community within 60 days.

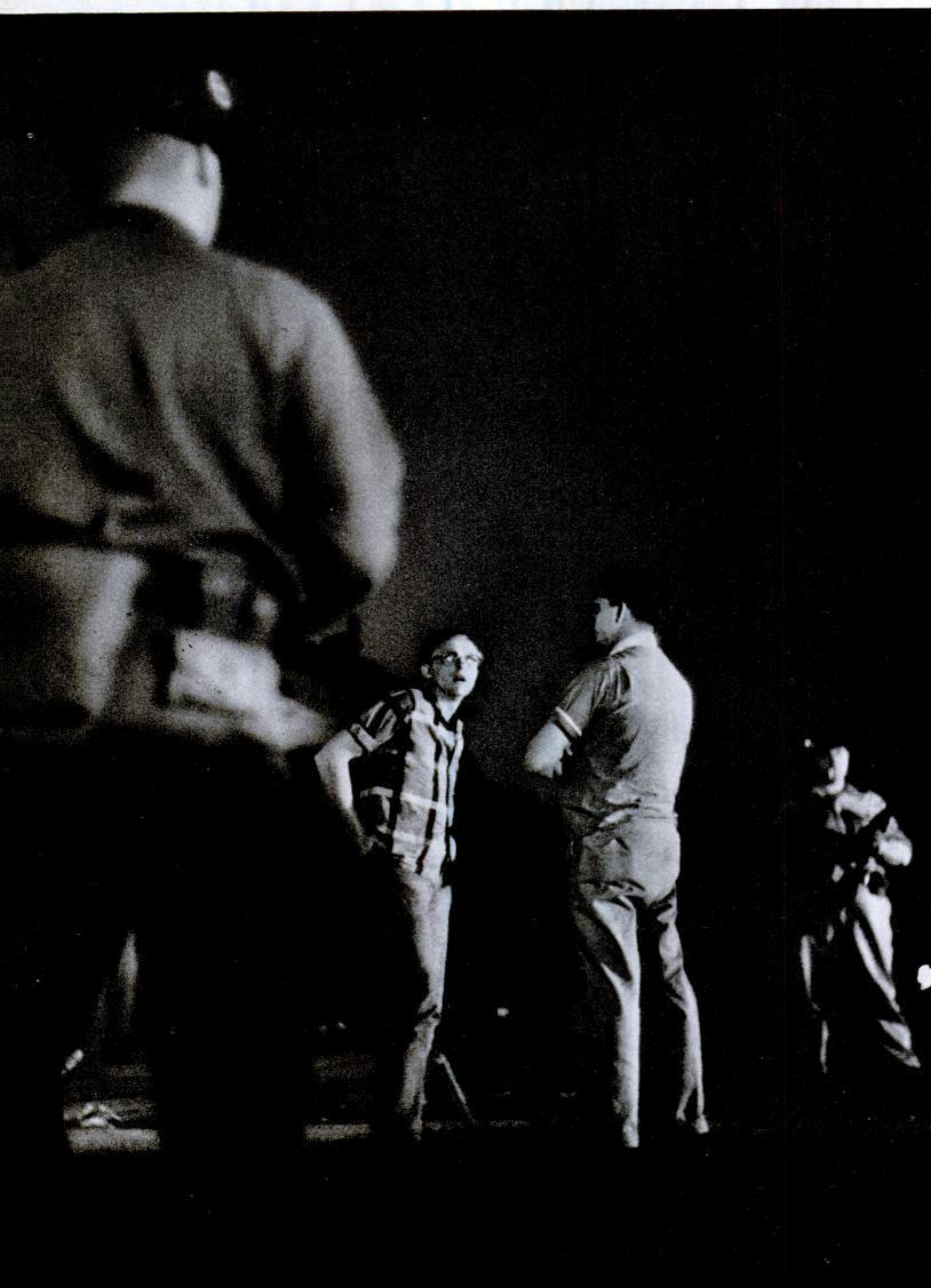


FLOOD'S FORCE washed out this bridge on Cimarron River near Coyle, Okla. Three days of heavy rain left nine dead, \$25 million worth of damage in state.

Savage Spring CONTINUED



AT HER RUINED HOME IN HICKMAN MILLS, JOAN SCHULTZ, 6, CLUTCHES HER KITTEN. JOAN, HER FAMILY AND KITTEN CRAWLED UNDER HOUSE DURING TORNADO



REUNITED IN RUINS of Ruskin Heights home, Reservist Harold Clark, who was at drill, holds wife.



TENDING THE INJURED, nurses at Kansas City's Menorah Hospital check a young tornado victim.

← ARRESTED FOR LOOTING, two men are held by Guardsmen near Ruskin Heights shopping center.

LANTERN-LIT CHURCH, ONE OF FEW
BUILDINGS LEFT IN FREMONT, MO.,
IS A FOOD AND FIRST-AID CENTER



AMERICA—THE BEAUTIFUL?

What's the matter with America?

Evidently, there is something wrong with it. Quite a few Americans—not to mention a lot of sharp-tongued neighbors—have been complaining lately about our manners, our morals and our values. Or the lack of them.

Here is the first witness, René MacColl, homeward-bound U.S. correspondent of the London *Daily Express*. He deposes and says: "Home soon! I am hopping away from this great, swarming ant heap of a country. Away from the jumbo swirl of riches and plenty and dragon-huge, Taj-Mahal-conspicuous motorcars. . . . Away from . . . trigger-happy cops, millions of 'tranquilizer' pills, psychiatry run riot . . . heaped up and overflowing and TV'd and air-conditioned and superautomobiled and stylized and remote-controlled and five-way-stretched. . . ." He also says he's fed up with "bezaz," which he explains is American argot for "bang on." (Editor's note: We always thought it was spelled "pizazz.")

Now comes Peregrine Worsthorne, once London *Times* correspondent in Washington, who says: "The Eisenhower administration . . . has managed to reduce Washington in the last four years to . . . one of the most Philistine cities in the Western world. . . . The list of guests to the White House . . . has been so embarrassingly undistinguished—businessmen, golf champions, never a writer, artist, scientist or anyone tarred with the lethal brush of culture—that their names are no longer made public." This whole statement seems to be rather a *non sequitur*, but there is still a residual charge that Washington is not the Athens of America.

And London's *Architectural Review* speaks of "The mess that is man-made America."

Well, doubtless we could ignore all this. British chaps have been giving the vulgar Americans what-for (and getting well paid for it, too) a long way back; Charles Dickens got some frontier tobacco juice blown on his fur coat in 1842. But a lot of Americans are also leveling some bitter indictments at America. How say they?

Now deposes Mary Mix Foley in *Architectural Forum*. "We now have . . . row on row of identical small boxes, marching across a denuded landscape, sprouting television aerials like insect feelers. . . . Probably never in history . . . has a culture equaled ours in the dreariness and corrupted fantasy of a major part of its building"—the restaurant in the derby hat, the candy-striped motel and the frozen-custard stand dripping silvered concrete icicles.

Also comes John Keats (American, living, not to be confused with) whose *Crack in the Picture Window* asseverates: "More insidious and far more dangerous than any other influence is the housing development's destruction of individuality. . . . Poll-takers feel the mass pulse, merchants angle for mass markets, products are mass-produced, schools offer mass education, our communications are mass media and we're constantly being badgered to look around us and make sure we're doing and saying and thinking what the mass of our neighbors will accept. The closer we huddle together, the greater this pressure for conformity becomes . . . breeding swarms of neuter drones."

Now says Russell Lynes, author of *A Surfeit of Honey*: "What . . . is so all-fired wonderful about Prosperity? People are getting ruder. Service of all kinds is deteriorating. Juveniles are getting more delinquent. Traffic is becoming impossible. . . ." In depression days people were closer, more human, more creative.

Attests Sociologist David Riesman: "One thinks of ribbon-like roadside slums . . . the man-made rural ugliness . . . the endless esthetic atrocity of the cities. . . ."

Sums up Boston University's Professor William J. Newman

in the current *Twentieth Century*: "There is an American revolt against Americans. . . ."

Well, that's a refreshing thing to hear. Up to now we have heard nothing but charges of conformity. Some of our recent books have been scaring the pizazz out of us with the notion of a Lonely Crowd in which "other-directed, radar-attuned" Americans wander voiceless and intimidated, bossed by a Power Elite (themselves afflicted with an Executive Neurosis and harried by conformist Executive Wives), flim-flammed by Hidden Persuaders and emasculated into a neuter drone called the Organization Man.

Undoubtedly a revolt is needed. It is a healthy sign that a few Americans are complaining, demanding bigger and better houses, developing higher standards of taste which make them question the "jukebox baroque" of their row-houses, the pistachio, puce and anodized-gold color combos of their three-toned cars (with nonfunctional airplane fins and "simulated knockoff hubcaps").

No doubt America's bloodless revolution, creating almost overnight the most abundant and most truly classless society in history, has also created quite a bit of chaos, anxiety and uncertainty—the vacuum any huge and powerful movement leaves in its wake. And it has created new dissatisfactions which this new thing under the sun, a *distributive* economy, must now meet and satisfy. If men suddenly grown prosperous discover that material abundance does not necessarily bring spiritual peace, there is nothing new about that discovery—except that now for the first time a whole nation is able to make it. At least Americans, admittedly sobered by the discovery, are going to church in growing numbers.

Among our British critics, Peregrine Worsthorne has been most discerning as to the cause of America's unease. He perceives that in the past 17 years Americans have been so much on the go as to lose their traditional roots, while at the same time they have been moving upward in status and income to perquisites their parents could not have dared hope for. He sees, rightly, that this tremendous diffusion of wealth—once limited to the socially elect, the industrial overlord, and the politically powerful—has also diffused power until there is a vacuum of leadership, in matters of taste as in national affairs. He sees that these suddenly well-to-do masses are as apolitical as they are culturally naïve. All this could be true enough.

But the important thing is, these people are now *seeking* culture. They who have more leisure—and increasing leisure—than any other people ever possessed are increasingly devoting it to good music, literature, the arts, to all the cultural pursuits which in all previous ages were the privilege of a very few. The number of symphony orchestras has risen tenfold in 30 years, classical records are mushrooming, paperback publishers are bringing out the classics, more and more people are studying music, taking up painting. Americans are expressing a thirst for beauty (the whole town of Neosho, Mo. planted flowers and the idea spread to many others), more companies are putting up buildings of pleasing design, more cities are rebuilding the rotting slums at their core.

Up to now Americans have been too busy creating the material source of their abundance to translate its unquestioned quantitative strength into qualitative beauty. Indeed there is much man-made mess around us. It is a great swarming ant heap of a country (with lots of pizazz). But where before in history has there ever been such a turbulent flow of men and goods and machines, with so much liberty, within the disciplines of law and order? A society capable of creating this will be able to meet its present and newest challenge—to create the first modern, technological, humane, prosperous and reverent society—to make our land truly America the Beautiful.



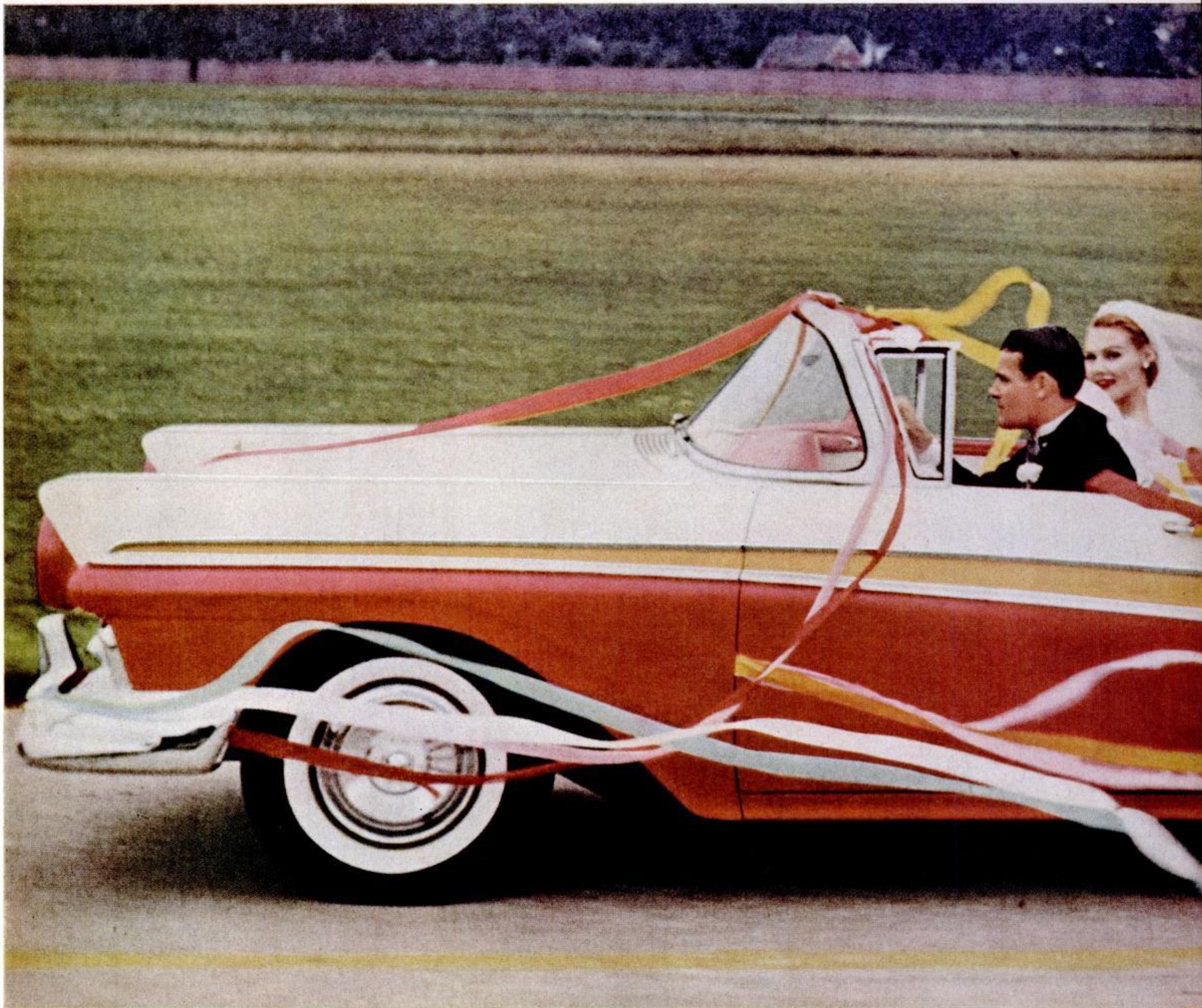
NOW!
ITALIAN-
STYLE
SPAGHETTI
WITH 6
MEATBALLS

6 (yes, 6) tender beefy meatballs with our new thin-strand spaghetti. And sauce—spicy, fragrant Italian-style. Hearty eaters say, "Magnifico!"



FRANCO-AMERICAN IS A TRADEMARK OWNED
BY THE MAKERS OF CAMPBELL'S SOUPS

FRANCO-
AMERICAN



How to get away from them all—

Of all the cars ever made, the '57 Ford is *the* honeymoon car! This is the car that leaves 'em all at the church.

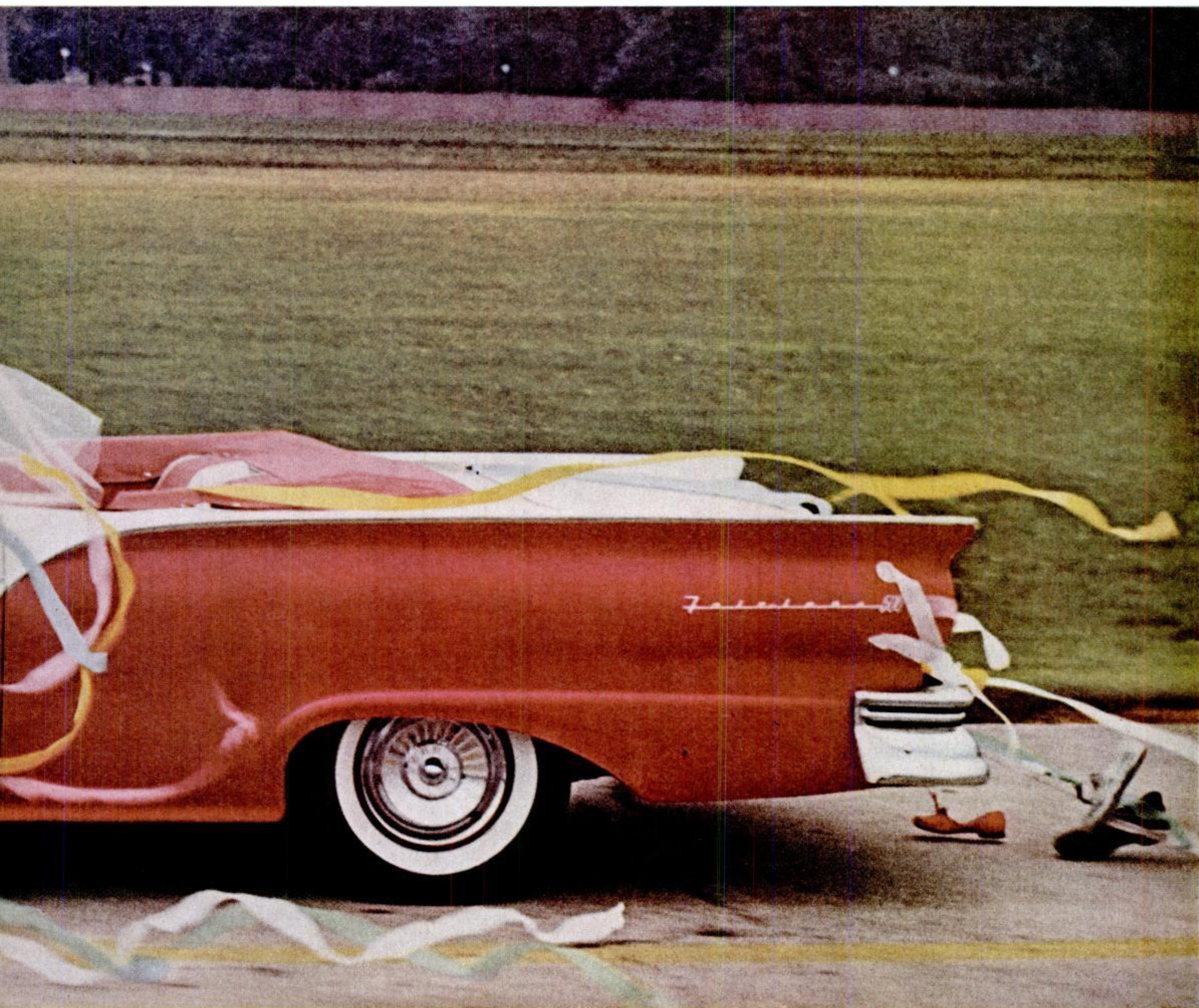
Uphill feels like downhill in the New Kind of Ford. Why? Because you're piloting the finest V-8 in the low-price field*—the first production automobile engine to be precision balanced for smoothness while running under its own power, and backed by 25 years of Ford leadership in building V-8's. Or if you prefer Sixes, you can command the most modern, most powerful Six of them all, the Ford Mileage Maker.

You'll fall in love at first sight with the long,

glittering good looks of the Sunliner—over seventeen feet of slim, clean-lined elegance.

The beauty is more than skin-deep: It's based on the design of the new "Inner Ford"—low center of gravity, level-ride front and rear suspensions, magically sensitive steering, a brand-new frame and body bolted and bonded into one rock-solid, silent unit.

All this quality built into the "Inner Ford" comes out in the ride that paves the roughest roads with June roses. It's evident, too, in the Ford performance that broke 458 records by enduring nearly 20 continuous days and nights of driving at an



The newest and most thrilling version of America's favorite convertible, the Ford Fairlane 500 Sunliner.

— when you want to !

average of better than 108 m.p.h. on the Bonneville Salt Flats. *But best of all—it shows in the low, low Ford price. Only Ford builds a car so elegant, so powerful, at prices that will make your motoring career so happy.* There are 21 models to choose from—and a huge trousseau of new colors and upholstery schemes. Hold hands with the '57 Ford and you'll discover how to drive happily ever after!

*Ford's wide range of V-8's includes a Thunderbird 312 Supercharged V-8 that delivers 300 horsepower and a 270-h.p. Thunderbird 312 Super V-8.

*Every Ride's a Honeymoon
in the new kind of*





This maternity costume is one of a series created exclusively for Mennen by noted designers.

To Every Lady-in-Waiting

Your baby can be so much happier
than yesterday's babies

No longer are mothers told to let baby "cry it out" for hours; to turn thumbs down on all thumb-sucking. Today, babies are less frustrated and *happier*, as a rule.

And today, because of a *remarkable modern advance* by Mennen, your baby need never know the miseries of diaper rash and red, chafed skin. *Mennen Baby Magic* can actually prevent them when used regularly. Baby Magic is used in hundreds of leading hospitals. It . . . and Mennen Baby Powder and Baby Oil are *modern* formulas. You'll want all three.

PREVENTS DIAPER RASH when used regularly. Baby Magic heals diaper rash, too! Checks chafing. Giant size, \$1. Squeeze bottle, 60¢.

ANTI-CHAFING POWDER! It's a special anti-chafing formula that actually resists moisture. It clings longer, too! 30¢, 55¢.



BABY-CLEANSING OIL! Bathe baby with it daily until navel heals. Use regularly to cleanse diaper area without harsh rubbing. 50¢, \$1.

ALL PRICES TAX FREE

for
babies
it's
Mennen

A LOOK AT THE WORLD'S WEEK



A LIFE-SAVING LEAP AND ONE TO COME

In a moment of terrifying suspense, 15-year-old Teresa Kelly hurtled through the air, her image eerily reflected in a window beyond her. On a ledge 30 feet above the street, Mrs. Peggy Berry waited her turn. Fire had trapped Teresa, Mrs. Berry and two other women on the second

floor of a London dress shop. Mrs. Berry persuaded the two women and Teresa to jump as men below held a canvas awning. Then, face and arms seared and her hair smoking, Mrs. Berry also leaped. None of the women were seriously hurt. Teresa had only a sprained wrist.



PRESIDENT IN CHARGE

With an eager smile, President Eisenhower sat down for a speech defending his foreign aid budget as his television advisor, ski-injured Robert Montgomery, stood by. To cut foreign aid would be a "reckless gamble," the President said. "I do not intend that your government take that gamble." His outspoken defense appeared to have turned the tide of opinion.



HILDY'S VICTORIOUS HUG

In Miami Beach, Fla., Mr. and Mrs. Melvin B. Ellis, Jewish foster parents of Catholic-born Hildy McCoy, happily hugged their drowsy 6-year-old. Governor Leroy Collins had ended their epic custody fight (LIFE, April 8), by denying Massachusetts' plea for their extradition.



HAITI'S TEMPORARY CHIEF, GENERAL LEON CANTAVE, WAS BACKED BY TROOPS IN PORT-AU-PRINCE

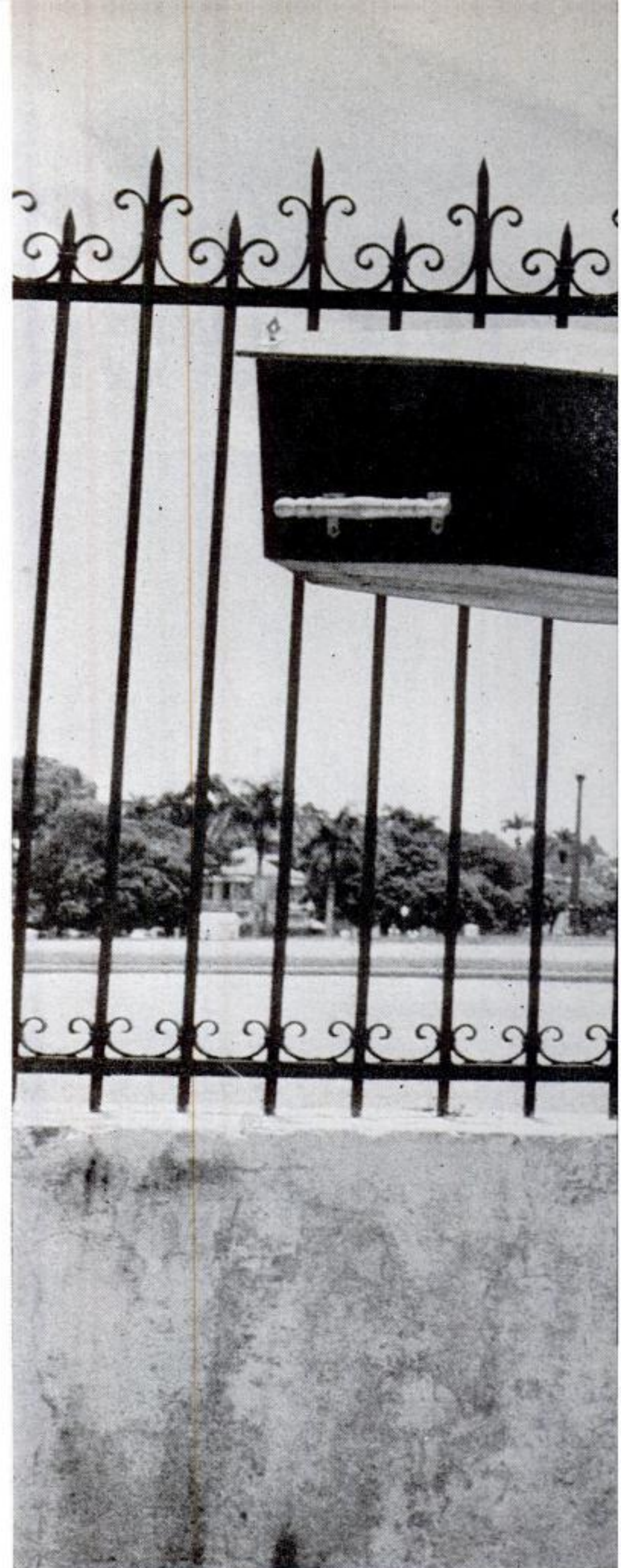
CHAOS IN A CARIBBEAN HOTSPOT

Haiti's army gets embroiled in the nation's bitter political tangle

In the 153 years since the sunlit Caribbean country of Haiti shook off French control and became free, it has had 31 presidents or self-styled emperors, of whom seven have been murdered and 20 overthrown. The last to be ousted, in December, was President Paul Magloire. In the vacuum that was left, political conflict last week created chaos in the country as various factions contended for power.

At that point the army chief, Brigadier Gen-

eral Leon Cantave, 46, (*above*) took over from the politicians. He ousted a provisional executive council bossed by presidential hopefuls Louis Dejoie and Daniel Fignole (*opposite page*) but opposed by a third candidate, Dr. François Duvalier. At first all went well. But Dejoie and Fignole joined in calling a general strike, and last Saturday the mob turned on Cantave. So did the navy and air force, and as shellfire boomed in the streets Cantave appeared to have lost.

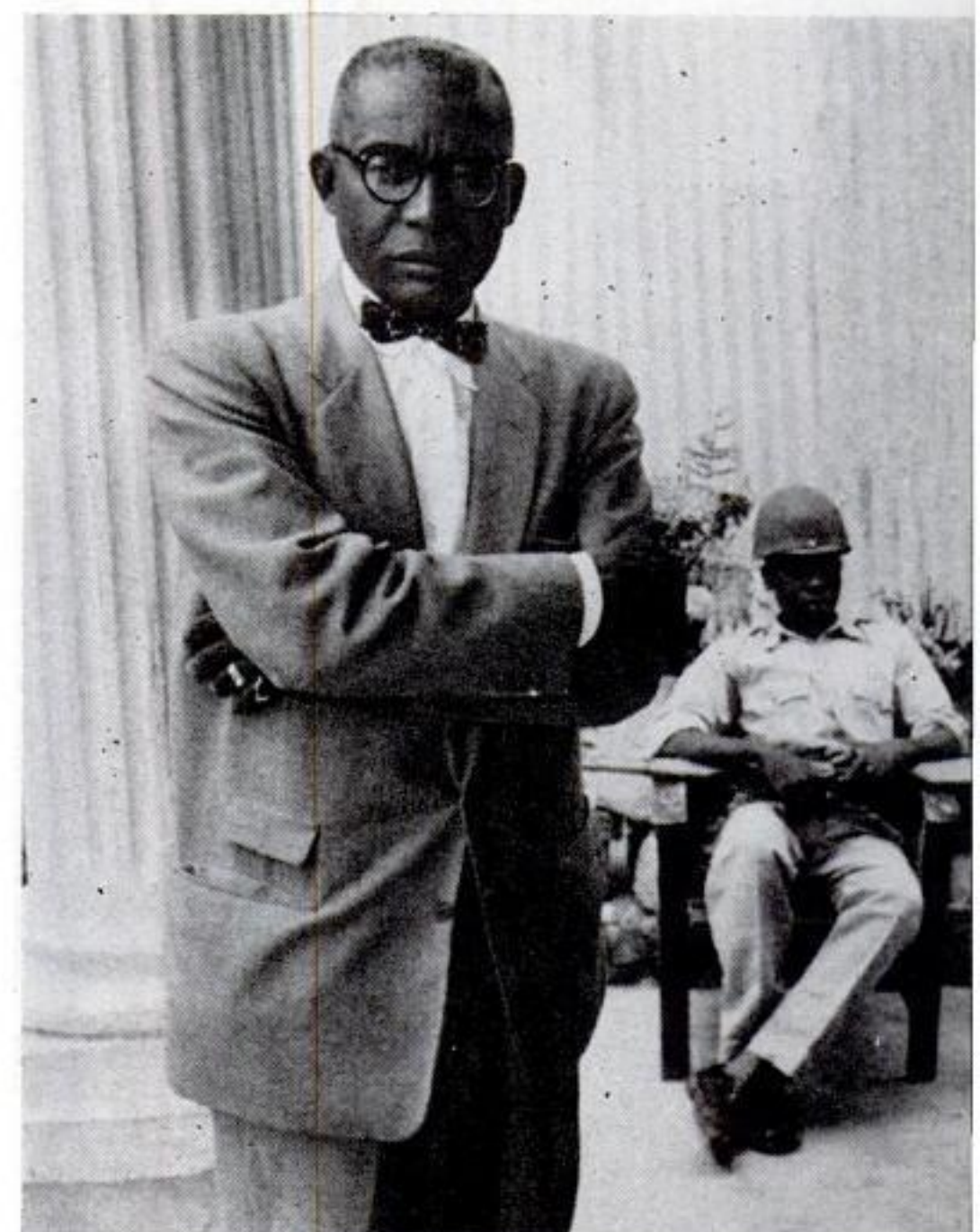


COFFIN FOR VICTIM OF CIVIL STRIFE WHO WAS



ENFORCING MARTIAL LAW, a truckload of soldiers patrols downtown in capital, Port-au-Prince, where merchants supported a general strike by clos-

ing their shops. But General Cantave threatened that he would employ his 2,500-man army to break the strike if it was not brought to an end voluntarily.



RURAL FAVORITE for next president is Physician François Duvalier whose followers set up "committees of public safety" in St. Marc and Cap Haitien



KILLED DURING RIOTS IN PORT-AU-PRINCE IS BORNE ON PORTER'S HEAD ALONG MAIN CAPITAL STREET



MAN OF MEANS, Louis Dejoie belongs to Haiti's ruling mulatto group, owns essential-oils plants, and is landowners' and merchants' man for president.



MAN OF THE MASSES, Daniel Fignole, promises F.D.R.-style New Deal. A Negro, he is allied with Dejoie to break Duvalier's strength among Negroes.



which controlled most of the northern part of Haiti. Here Duvalier is in his modest home in Port-au-Prince, which is dutifully guarded by two soldiers.



FIGNOLE FOLLOWERS assemble outside his hill-top house, where he edits his one-page *Journal Foi Sociale* (Journal of Social Faith). Fignole has strong

grip on the Port-au-Prince mob, can get it out in the so-called human "steam-roller" to swarm through the streets and wreck whatever it finds in its way.



SATELLITE PLANNERS at Naval Research Laboratory, which directs project, discuss satellite-tracking radio network (*fan-shaped markers on*

globe). From left are: Milton Rosen, John T. Mengel, J. P. Walsh, Lieut. Commander J. W. Salter, Project Director John Hagen and Dr. Joseph Siry.

A SCIENTIFIC RACE AGAINST TIME TO LAUNCH THE FIRST MAN-MADE MOON

One of the boldest scientific projects ever concocted, the U.S. scheme for a man-made moon (*see cover*), was racing furiously and purposefully ahead in an almost desperate attempt to meet its deadline. To hurl one or more silvery, instrument-laden satellites into a 300-mile-high orbit around the earth where it can send back data about the rarefied edges of outer space, Project Vanguard had for 22 months drawn on the most advanced technological resources of the nation. Now it was entering the critical phase of its schedule. To best use the satellite as a tool for discovery, it must be launched during the International Geophysical Year which starts on July 1 and runs for 18 months. Vanguard officials had privately hoped for a 1957 launching. This, they recently revealed, is

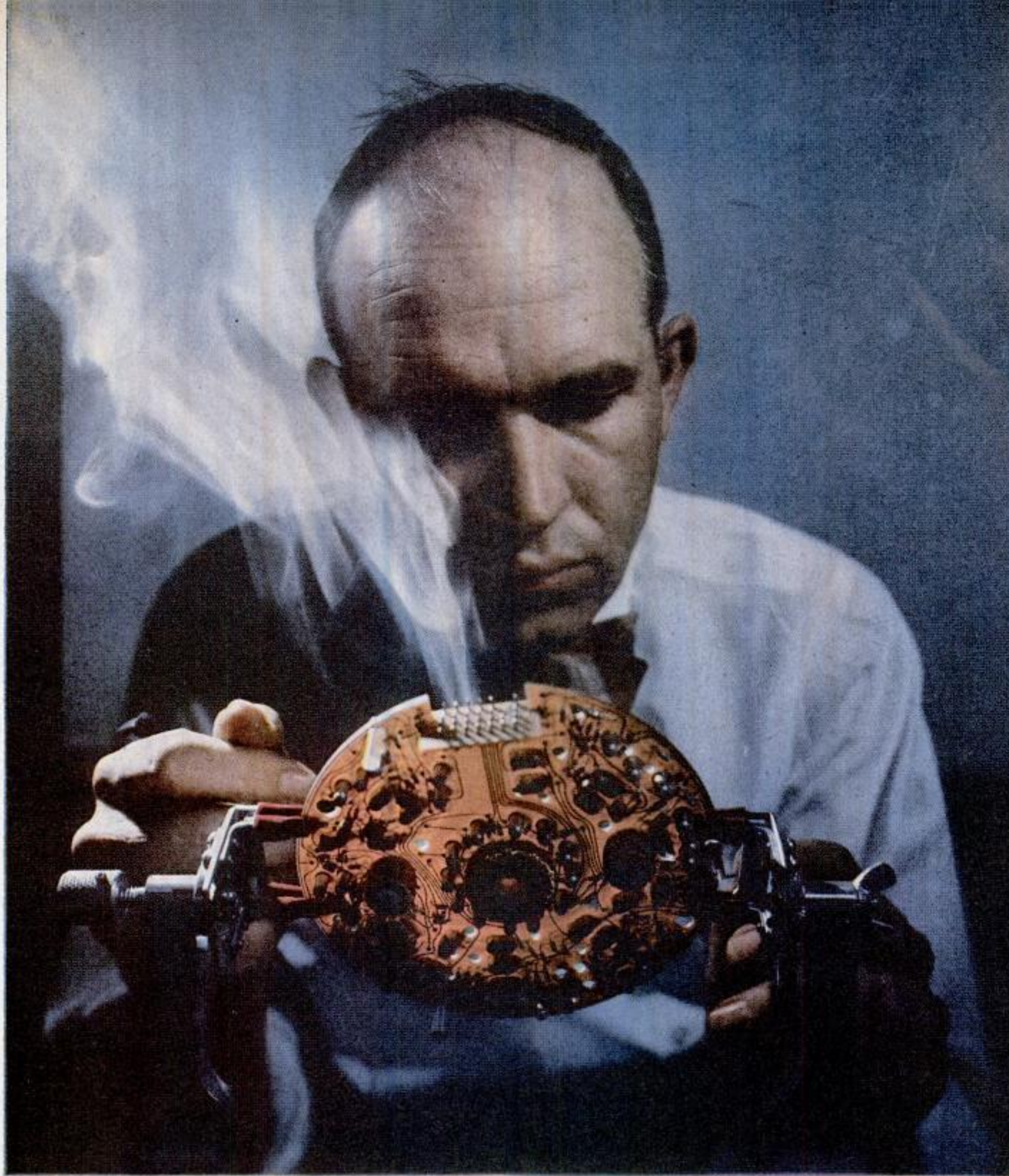
now impossible. But they still believe the event can take place in 1958.

The satellite is only 20 inches in diameter, but launching it takes this long because scores of actual inventions and brand-new techniques are first needed. Vanguard has already cost \$57 million. Hundreds of private companies and the nation's scientists are involved in crash programs to perfect the satellite, build equipment to track it and a giant rocket to take it up. It took 12 months just to build one of the rocket's colossal new engines, and an equal time to develop a "brain package" to direct the rocket (*pp. 50, 51*). Even now, nobody can guarantee Vanguard will succeed. But if the rocket does launch its moon in space, it will mark man's first step in breaking the bonds that chain him to his native planet.



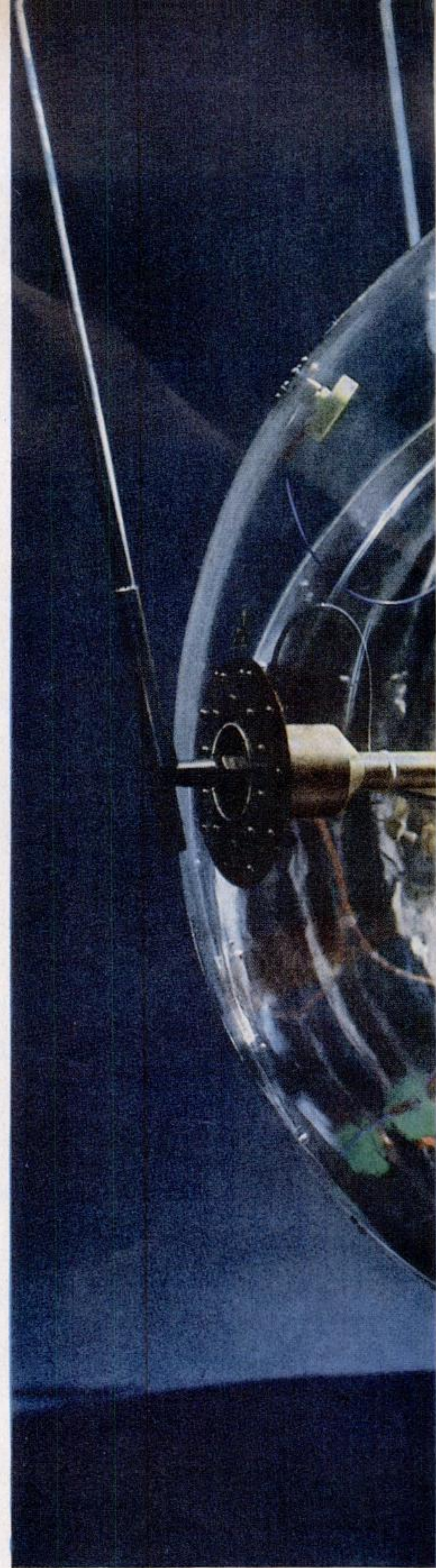
SPINNING SPHERE undergoes a test, its four radio antennas describing colorful circles. With its instruments inside, satellite whirls 322½ times per minute

while Engineer Alexander Simkovich watches for any wobble. Tiny weights may be placed to adjust balance and make the satellite spin through space perfectly.



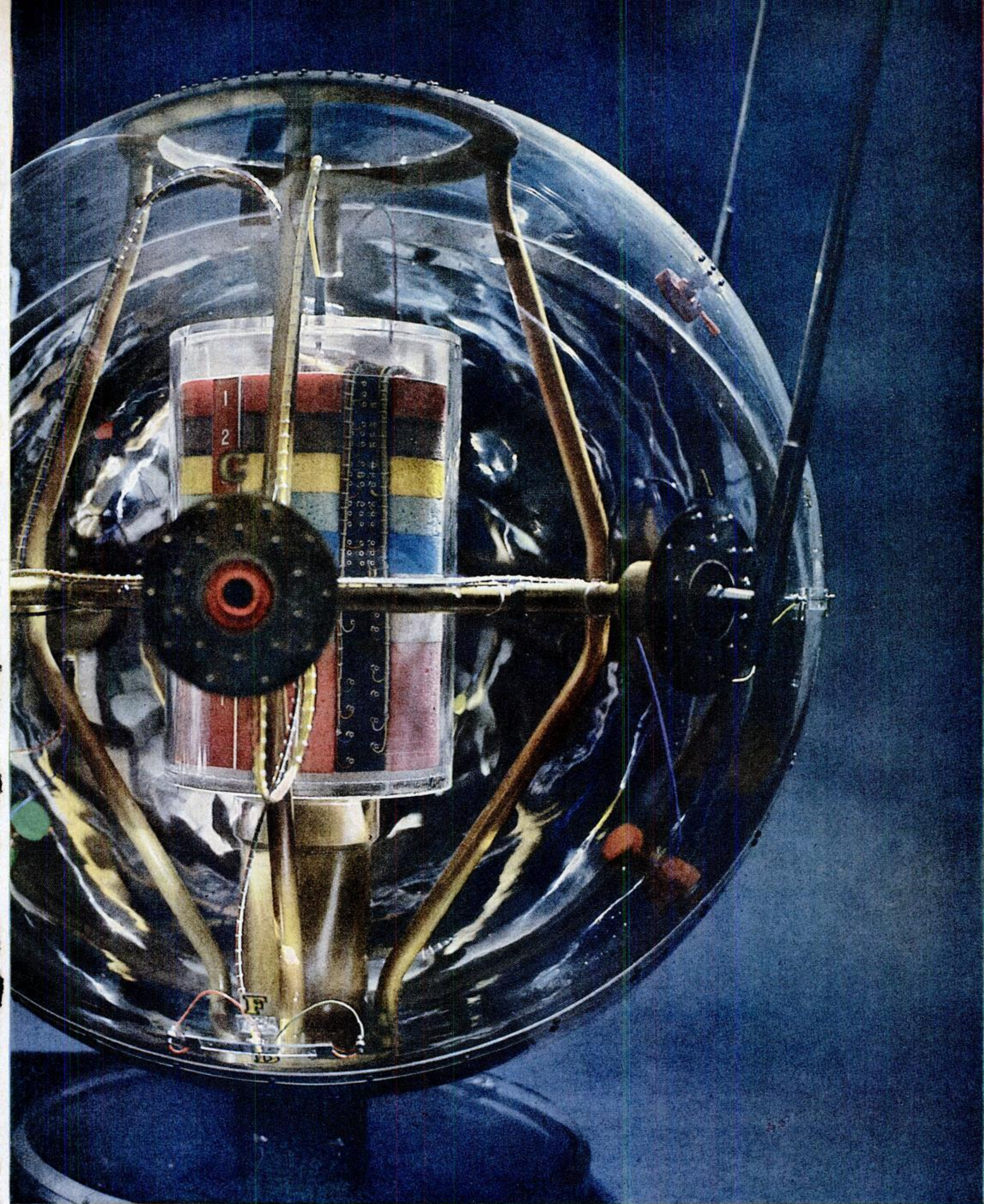
SOLDERING CIRCUITRY, Engineer Roland Van Allen affixes components to a plastic telemetering card which will combine up to 48 signals from the instruments into a single, coded radio message.

COMPLETED INSTRUMENTS for one satellite are displayed below. Most will be set into plastic (striped object at left) which fits into 7½-inch-high gilded can. This goes into center of satellite (right).



A TRANSPARENT MODEL OF 20-INCH SATELLITE

**LILLIPUTIAN PAYLOAD
OF TINY INSTRUMENTS
TO RIDE IN SATELLITE**



IS USED TO SEE HOW INSTRUMENTS, ENCASED IN COLORED LAYERS OF PLASTIC FOAM, FIT INTO METAL FRAMEWORK THAT HELPS KEEP TISSUE-THIN SHELL RIGID

While the rocket builders try to make a rocket big enough to carry a satellite into an orbit, other scientists are struggling with the equally tortuous task of devising miniature instruments to go in the tiny sphere's 10½-pound payload. Even if the satellite were merely an empty shell, a few new facts could be obtained from observing its flight—the shape and size of the earth and the density of the upper air might be deduced from wobbling in the orbit

of the satellite. But instruments carried along can detect much more.

Several groups of scientists are developing instrument "packages," each with different scientific goals, aimed for different satellites. Nearest completion is the instrument assembly (*above and left*), being developed by the Naval Research Laboratory, which is referred to as the Lyman alpha package. This will measure the Lyman alpha, or extreme ultraviolet,

radiation during solar flare-ups. It will also record the temperature of the satellite and whether tiny meteorites erode its surface. Sensitive microphones will also detect the number of meteorites that strike the sphere, and a pressure gauge will record whether any puncture the skin. Since the satellite can never be recovered, all these measurements will be turned into electric signals and broadcast by a miniature transmitter to the scientists waiting below.

CONTINUED

Copyrighted material

DELICATE GOLDWORK,

In planning the satellite shell, the designer's logical choice of material was lightweight magnesium. But magnesium cannot maintain the temperatures needed for proper functioning of instruments. In the end, the sphere was made of magnesium, coated inside and out with gold .00005-inch thick, covered next on the outside with layers of chromium, silicon monoxide, aluminum and finally a second layer of



COAT OF GOLD which covers magnesium shell is examined by Graham Moore, who holds section of sphere with cloth to avoid fingerprint damage. On table are lower half of sphere and gilded framework.

MILES OF CABLES, for the circuits of a special timing device to be used with telescopic cameras that will track satellite, are inspected by Mrs. Agnes Street on a glassed-in porch in Williams Bay, Wis.



VANGUARD COMPUTER, an IBM model 704, consists of 29 components, including giant red data-processor (left) and a brace of magnetic tape recording units resembling mechanical owls (right).

GIANT COMPUTER AND TALL TRIPLE ROCKET

silicon monoxide. Total thickness of the multi-layered shell: 1/33 inch.

Locating the 20-inch sphere in the sky presents another problem. It will streak from horizon to horizon in 10 to 20 minutes and be as hard to see as a golf ball dropped from a jet plane at 60,000 feet. To spot it optically, a new high-speed telescopic camera has been designed. To track it electronically, radio stations

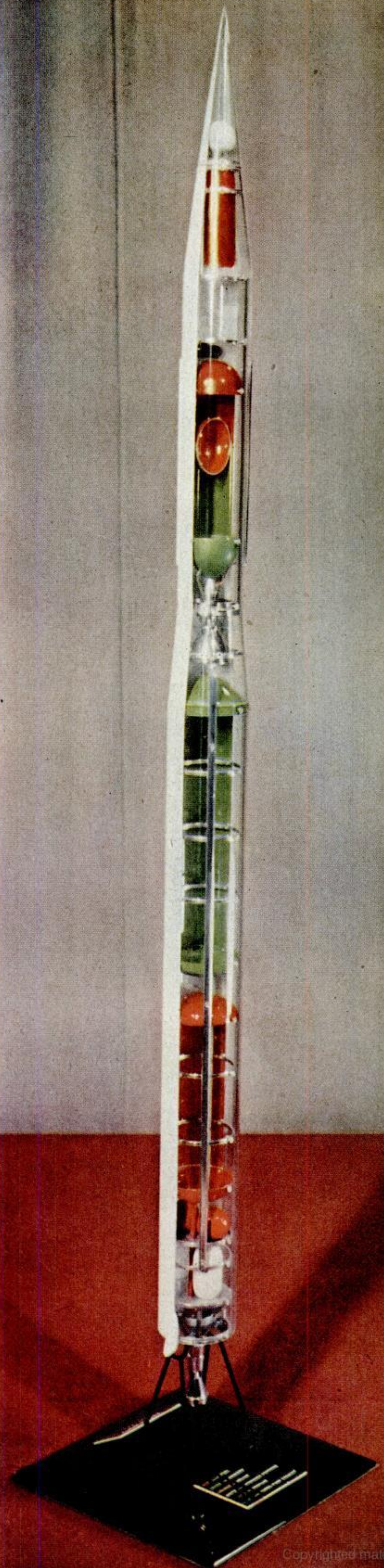
are being set up from Maryland to Chile. A computer (*below*), capable of making 41,800 additions or subtractions in one second, is now being installed in Washington to unscramble data received from the instruments shown on the preceding pages. But the toughest technological task is unfinished: the job of constructing a rocket with sufficient accuracy of flight, efficiency of design and plain brute power.

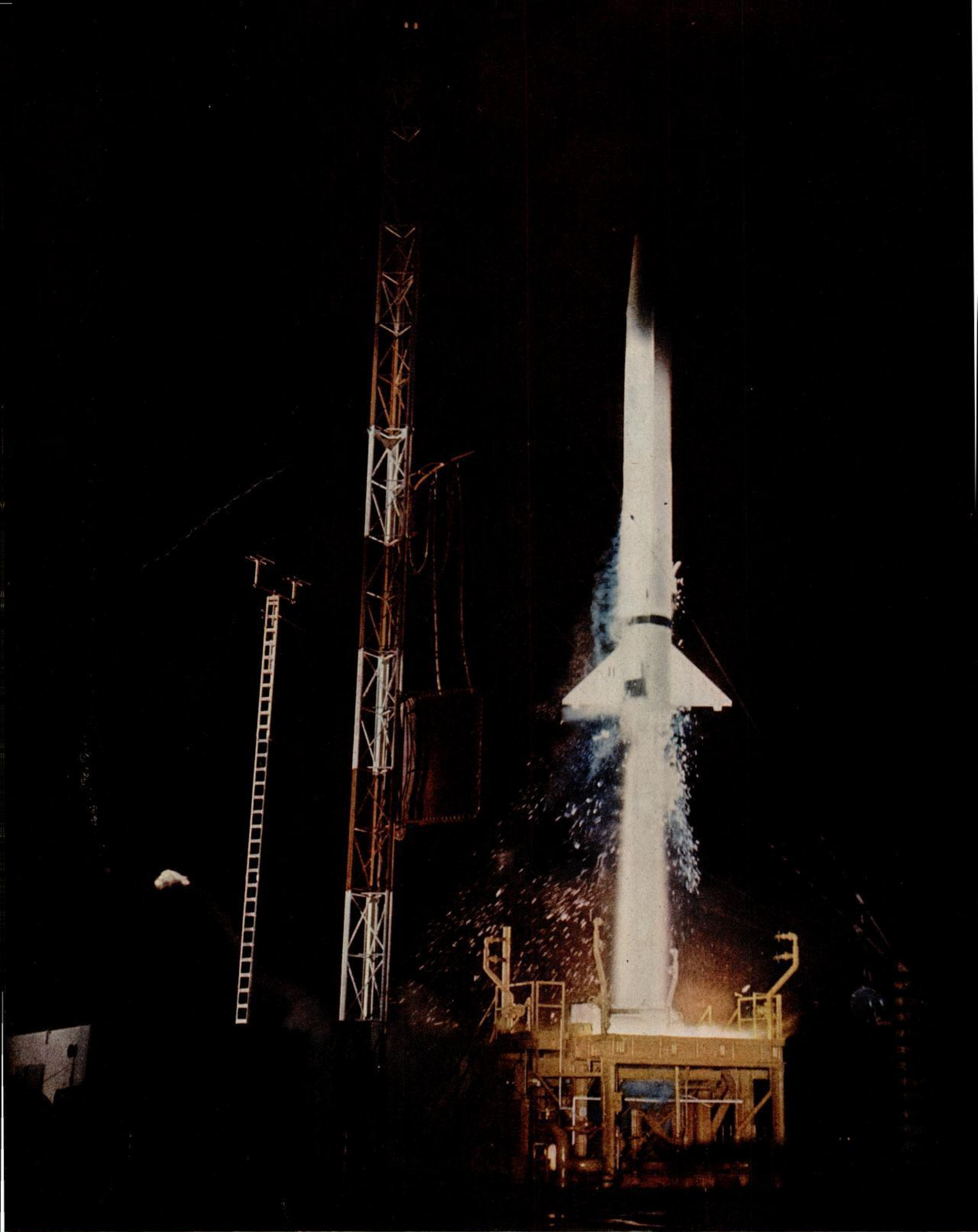


CUTAWAY ROCKET MODEL reveals design of the 72-foot vehicle which will carry satellite into orbit. Most of the inner space is filled with fuel (*red*) and oxides which burn fuel (*green*). Rocket has three

sections, or stages, each with its own engine. First or lower stage ends at top of large green area. Second goes to top of rocket, holds within it the third stage (*highest red area*) and satellite (*white ball*).

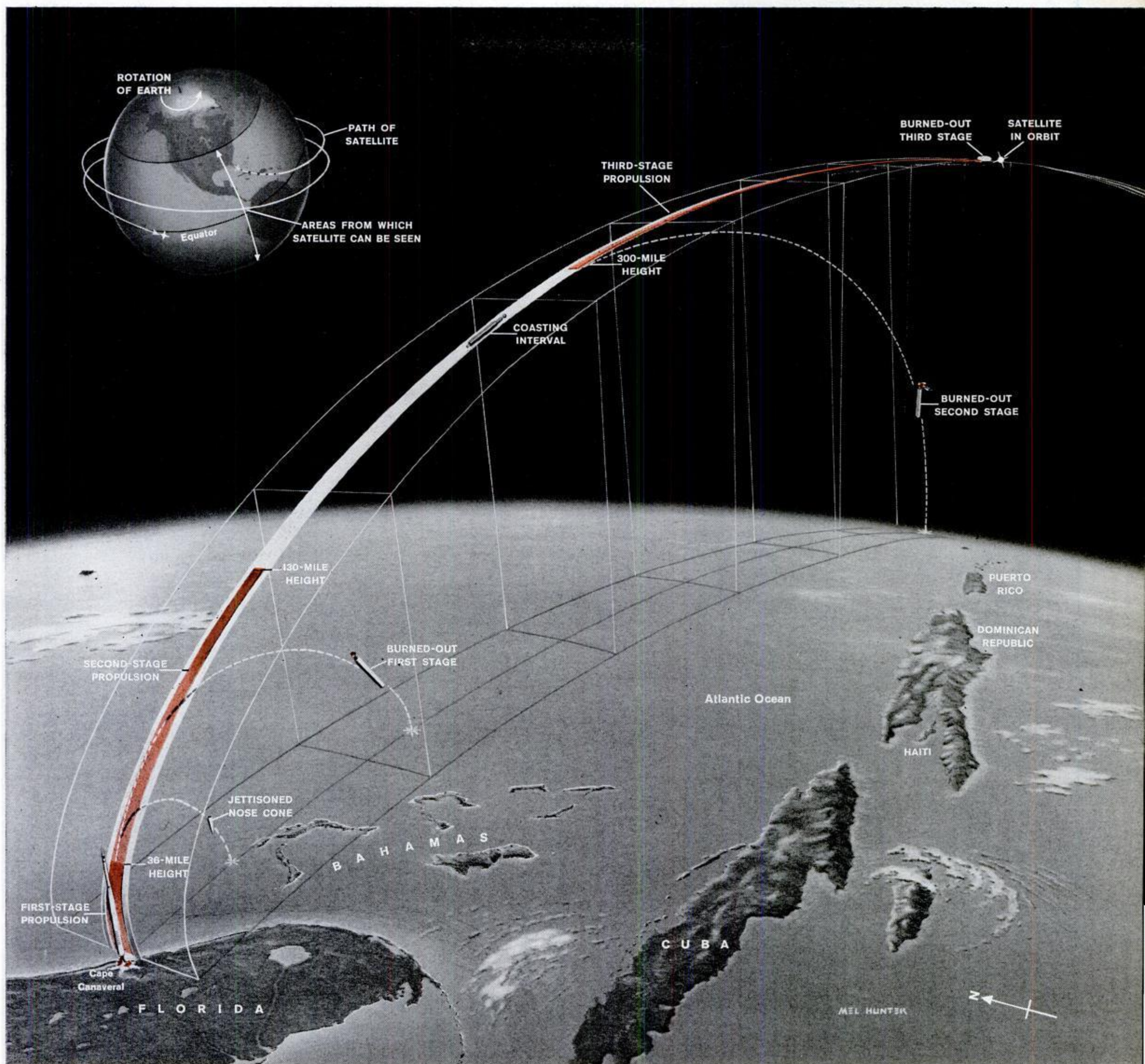
CONTINUED





FIERY BLAST-OFF at Cape Canaveral, Florida shoots a two-stage rocket 120 miles up in developmental test. In this test the first stage was a research rocket,

roughly similar to Vanguard's first stage, and second stage (*obscured in darkness at top*) was experimental version of the unit which will be used as third stage.



A CURVING COURSE FROM CAPE CANAVERAL TO THE EDGE OF SPACE

This drawing shows how the Vanguard rocket can accomplish a feat man has never before been capable of: propelling an object upward so far and so fast that gravity does not immediately pull it back to earth again. The Vanguard rocket, being built by The Martin Co. with the help of 10 subcontractors, is a three-stage rocket (see model on page 47). When the 11-ton craft blasts off from Florida, its first, biggest stage, which is powered by a G.E. engine, pushes it almost straight up to a height of 36 miles and a speed of about 4,000 mph. Then the burned-out first stage is jettisoned, as is the plastic nose cone needed for streamlining only in dense lower air. The second-stage

engine, built by Aerojet, fires next, pushing the craft higher and faster in a gentle curve. Its fuel is gone when it is 130 miles up and going 11,000 mph. But its impetus carries it on in a coasting glide (*white path*).

The second stage contains the vital "brain package" (next page) which directs the entire action. At 300 miles altitude (1,584,000 feet) the third stage is lined up precisely in its planned orbit and the second stage drops. The solid-fuel third-stage rocket then takes over to boost the speed higher. Finally, when it is going 18,000 mph and is the fastest-moving vehicle the world has ever known, this third stage gently detaches the sphere from its nose.

All this has taken 10 minutes. For a while the third stage follows along the orbit as a second satellite, but should soon fall. In the drawing, the thin lines are drawn in to give three-dimensional perspective.

The globe at upper left shows how the tiny man-made moon is left in space to whip around the earth every 1½ hours as the earth rotates inside the satellite's orbit. Like the real moon, it is held in its path by the balance between centrifugal force, which tends to carry it away from the earth, and earthly gravity, which pulls it back to the planet. Man's moon may stay up weeks or even years. Eventually it will fall into the atmosphere and, meteor-fashion, burn up.



WAITING WIFE is told by Engineer Bill Volna he cannot have dinner until 8, must work afterward.

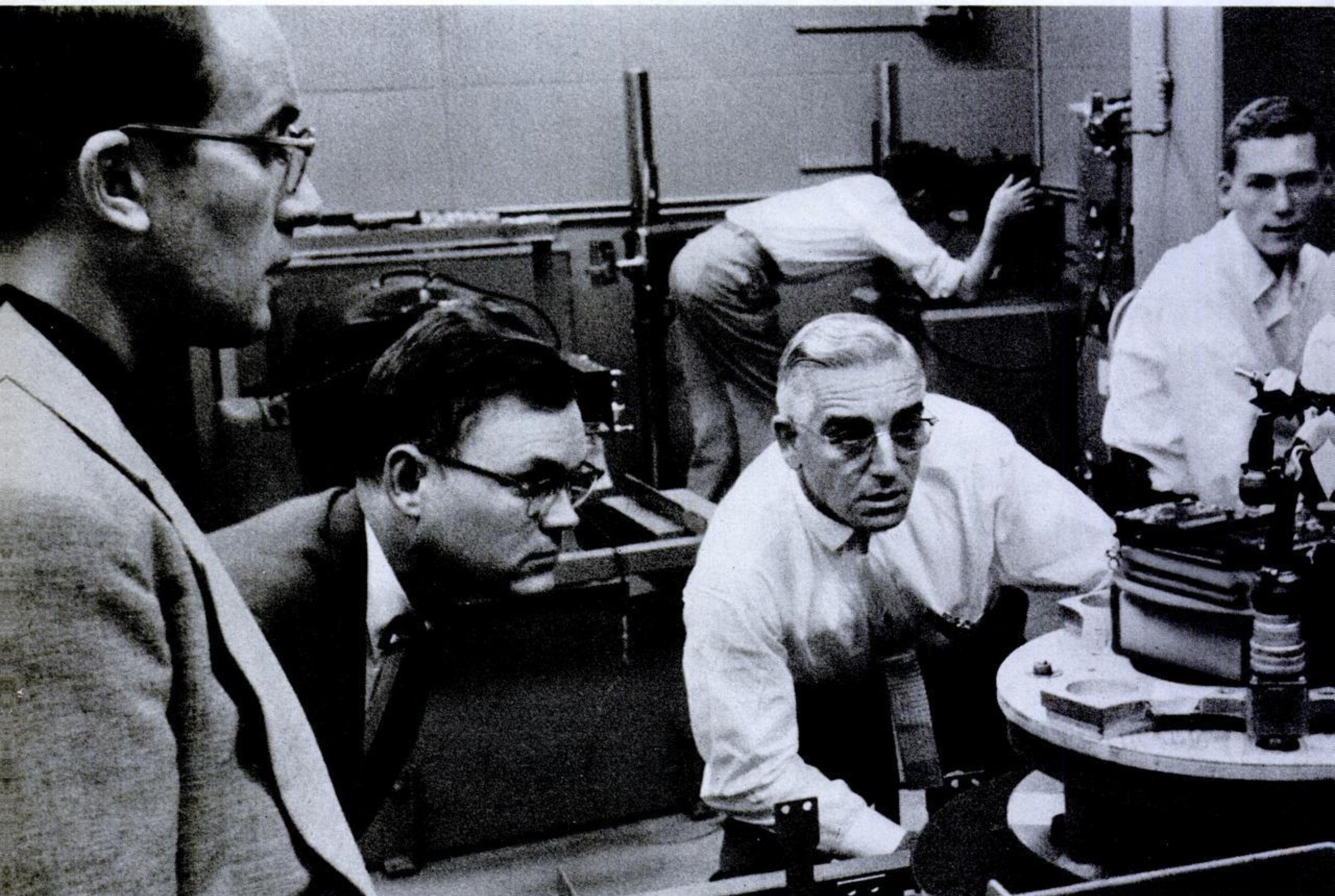
Satellite CONTINUED

36-HOUR DAYS OF TENSION, CRISIS TO BUILD

The Vanguard rocket's "brain package," an electromechanical device scarcely larger than a man's head, has caused considerable wear and tear on the human brains of its designers. Built on a rigid schedule by Minneapolis-Honeywell Regulator Co., the brain package contains a system of three gyros which can "feel" the slightest change in the rocket's direction and a

compact autopilot which, using the gyros' information, actuates the rocket's controls.

The brain package must be one of the most sensitive instruments ever made, a fact which automatically raised a host of new technological problems including the question of how to isolate the delicate device from vibrations during the rocket flight. Honeywell engineers



A TENSE MOMENT COMES WHEN DESIGNERS OF THE "BRAIN PACKAGE" (OBJECT AT RIGHT) RUN A VIBRATION TEST ON AN EXPERIMENTAL PLYWOOD MOUNTING.



THE GOOD WORD that a minor breakthrough has been made on gyro sensitivity problem is given to Donald Amison (eating ice cream cone) by Dayton Anderson.



THE BRAIN PACKAGE

organized into teams for the different problems and plunged into a "36-hour-day" schedule. Tension rose as every conceivable type of protective mounting was tested—from plywood frames (*below*) to magnetic damping systems to rubber absorbers. All these failed. But a metal spring mounting proved adequate and the first brain package was delivered by deadline time.



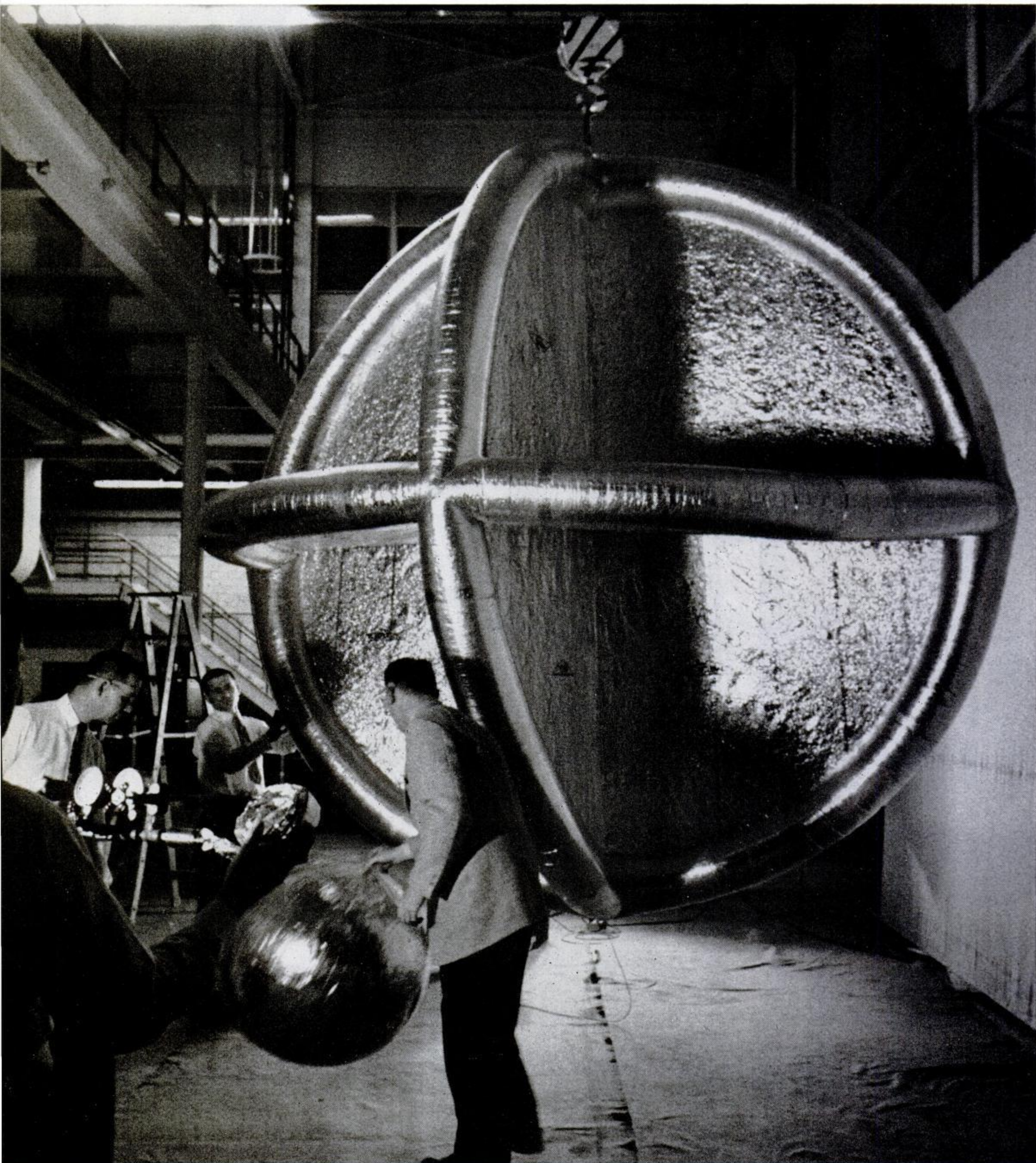
PLYWOOD DID WELL BUT FAILED A LATER TEST



← **ELDER'S ADVICE** is given to late-working Dick Delp (*left*) and Stanley Snow by Stephen Burgwin.

LONELY WALK takes James Nelson, who directs brain package tests, back to desk for night work.

ALREADY STARTED, SATELLITES FOR NEXT ADVANCE INTO SPACE

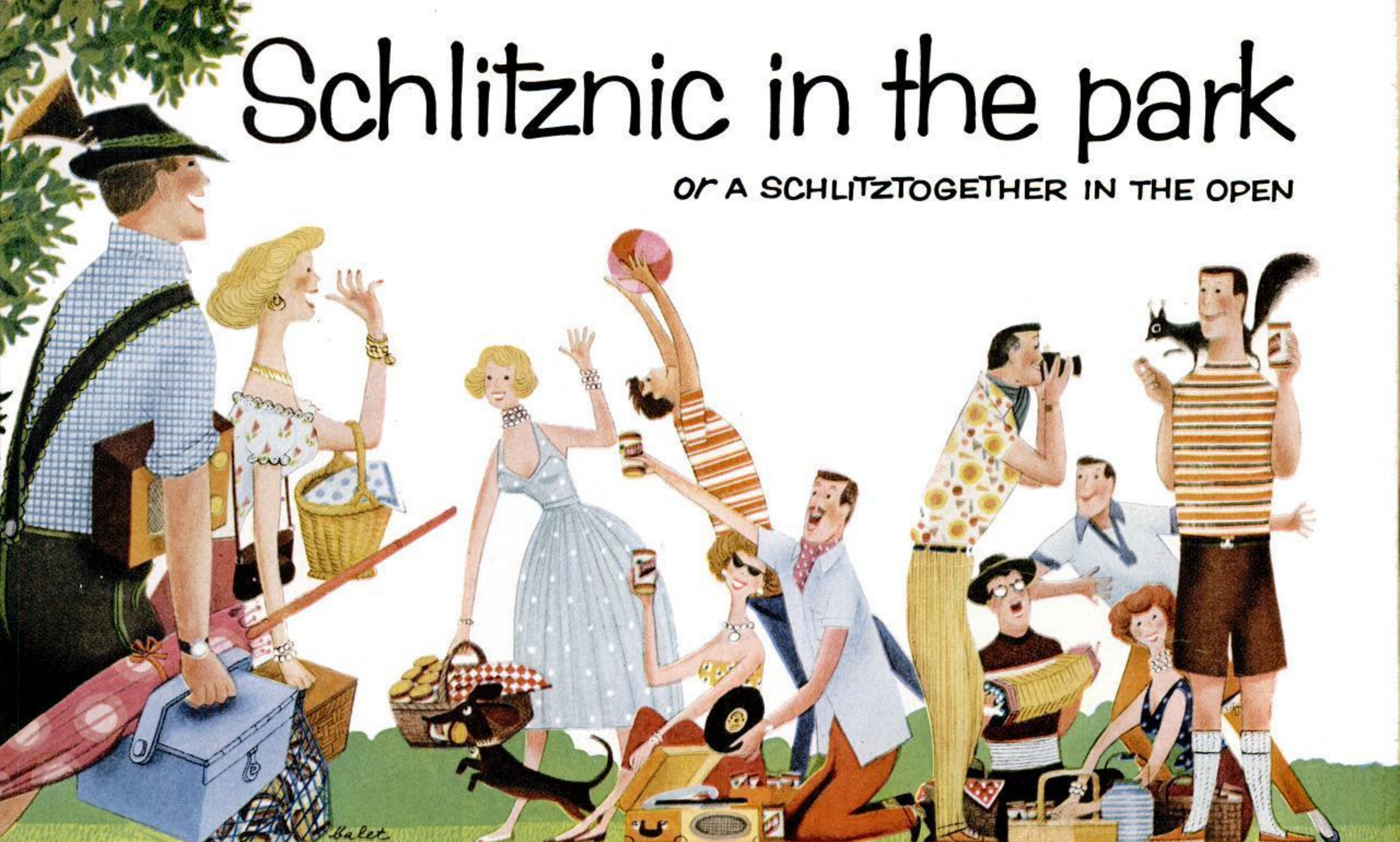


MOONS FOR FUTURE, which may be launched after the 20-inch metal sphere is successfully put into its orbit, are already being developed by National Advisory Committee for Aeronautics, indicating scientists' confidence in Vanguard. Both are inflatable plastic bags covered with aluminum foil and would be inflated with an air bottle after reaching orbit. Smaller of two, being bounced like a ball, is called subsatellite, and would be launched along with a regular satellite. Since

it is so light, any air friction would affect it quickly, enabling scientists to calculate density of atmosphere more readily. Larger version (*background*), when deflated, rolls into a 10-inch-by-four-foot package, when inflated is 12 feet in diameter. It is called corner reflector and is best shape for reflecting radar signals. At twilight it would look about as bright as North Star, could even be seen by telescope if put in an orbit around nature's moon—as, someday, it might be.

Schlitznic in the park

OR A SCHLITZTOGETHER IN THE OPEN



Music © 1956—by Joseph Schlitz Brewing Company



The Beer That Made Milwaukee Famous

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TAKE your friends. Your picnic basket. Schlitz. Mix 'em all together—and you have a Schlitznic! On a nice, Schlitzsunny day there's nothing like it.

Today's Schlitz is adult refreshment. Paced to modern leisure. Sits light because it's Schlitzlight. You drink more of it without feeling full.

Now—have your own Schlitznic with friends, Schlitz-snacks and Schlitz!



SCHLITZLIGHT
... kiss of the hops

SCHLITZKEPT
... air-free



SCHLITZNESS
... continuous quality

Be a Schlitzer Be refreshed

FATHER'S DAY IS JUNE 16th

MAKE FATHER'S DAY

The snappy pappy This peppy Poppa keeps things popping for the whole family! Sure, he likes things played

his way, but *he* plays 'em for laughs—so all hands have a good time *any* time he's aboard.

The happy medium So-o-o nice to have this man around the house. A comfortable, relaxed, *friendly* guy—with

TAKE MEMORIES YOU'LL TREASURE WITH ANSCO CAMERAS AND FILMS . . . FOR DEPENDABLE PORTABLE PLEASURE—ADMIRAL TV'S AND TRANSISTOR RADIOS



See **Glenn Ford** in MGM's "Teahouse Of The August Moon" in CinemaScope See **Charlton Heston** in Cecil B. DeMille's

Is your dad the "Lark type"? . . . a free-wheeling guy like Glenn Ford who takes pride in running the smartest, smoothest-running rig on the waterfront? Then he'll have a "lark" with the dashing, power-packed Evinrude Lark (above)! With Glenn are his wife, Eleanor Powell, his son, Peter.

Is he a happy medium? . . . a guy who likes relaxed, carefree fun with the family? Then do as Charlton Heston did . . . choose an Evinrude Big Twin (center)! It's powered to handle big, comfortable boats with quiet, smooth, pleasurable ease and give water skiers added thrills.

Is he the solid, dependable type? . . . then you couldn't beat Kirk Douglas' choice . . . an Evinrude Fastwin (right)! 18 solid hp! Far-ranging, fast-running power for the decisive type who wants to get where he's going fast, with never a worry about instant starting (manual or 12-volt electric) . . . or round-

trip reliability.

In any power or price range, Evinrude offers you *most* fun afloat! . . . from 3 to 35 hp! Give pop the gift that'll give him more fun with his family . . . an Evinrude. Your Evinrude dealer's budget payment plan makes it easy. See him today!

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quiet outboard motors

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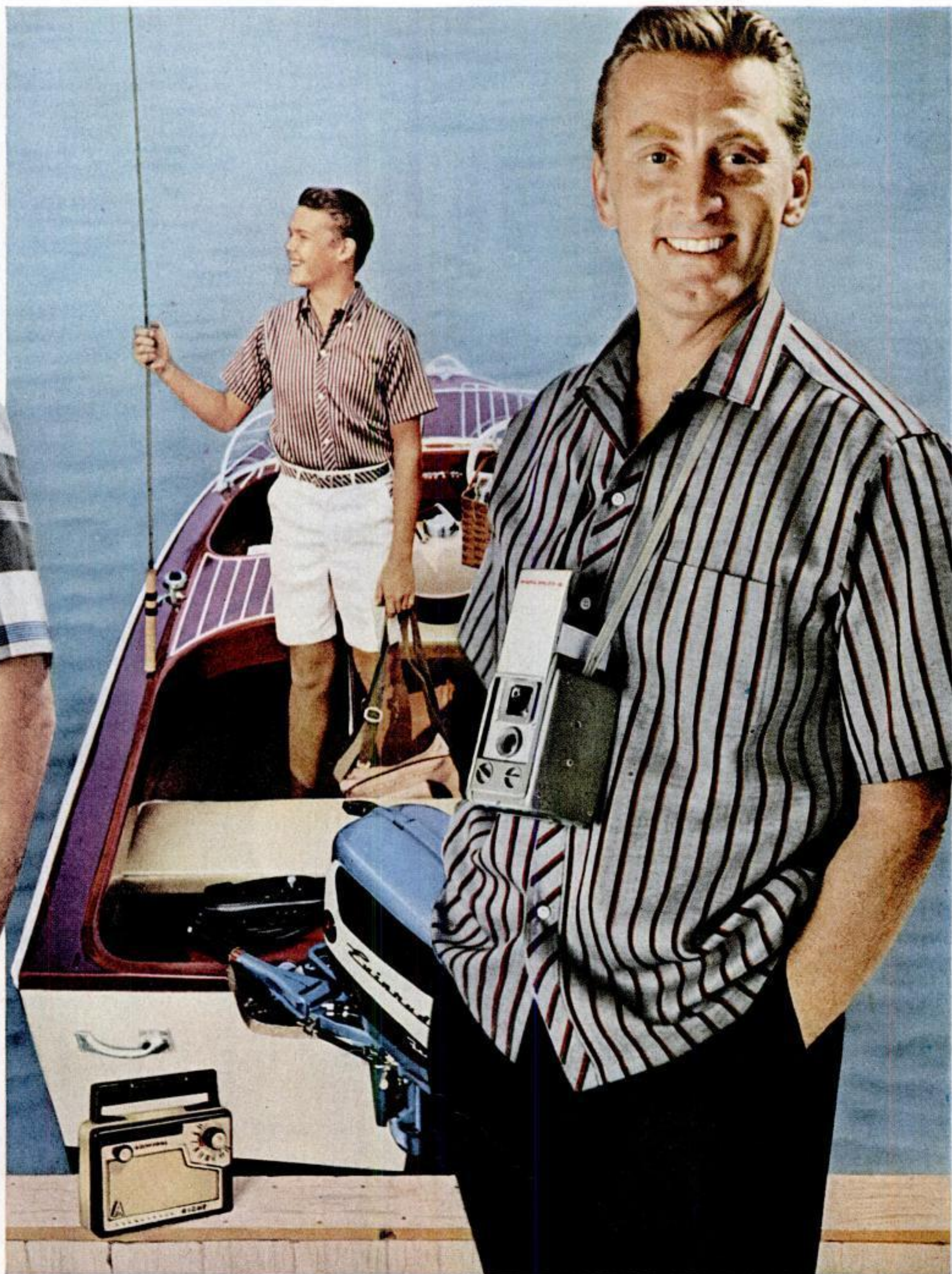
A PICNIC FOR POP

an easy-going adaptable personality that matches the moods of his family or his large circle of friends.

Strong and silent Solid, steady, and dependable—he's the type others turn to for leadership. Speaks only

after he's thought deeply—and he speaks his own mind. You'll find his opinions well worth listening to.

All color photos on ANSCOCHROME



"The Ten Commandments" in VistaVision.

See Kirk Douglas in "The Vikings" a Bryna Production for U. A. release.

What kind of Lad is your Dad? Snappy pappy? Happy medium? Strong and silent? Pick the McGregor shirt that suits *your* Pop's personality!

Glenn Ford snaps up his looks with the luxurious, washable Silk 'n' Cotton Bretano Shirt. \$8.95. His son wears Key Largo Sportshirt—\$3.98.

Charlton Heston's happy at his beach fun in this smart block-plaid Tableau Swimset of woven cotton. \$10.95. Boy's matching Tableau Swimset—\$7.98.

Kirk Douglas looks conservative in the Silver-tone Ivy stripe, of quiet, yet magnificent color combinations. Tailored by McGregor in woven cot-

ton that's machine-washable, irons easy as a breeze! \$5.00. His young crewmate wears the newest Camel-tone button-down of finest cotton. \$3.98.

All Bermudas and slacks in Bay, that extremely smart polished cotton that looks so rich, feels so smooth and cool, washes so beautifully.

Turn page for more McGregor personality-styled shirts.

Kirk Douglas wears McGregor's plaid Tee-Top Tartan—\$5.00. Glenn Ford appears in the McGregor Tee-Top Stripling Button Down—\$5.00. Charlton Heston sports a Doncron Stripling Sport Coat—\$29.95. Underneath: Dragon Knit Shirt—\$5.00.

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FATHER'S DAY IS JUNE 16th

MAKE FATHER'S DAY

Strong and silent Solid, steady, and dependable—he's the type others turn to for leadership. Speaks only

after he's thought deeply—and he speaks his own mind. You'll find his opinions well worth listening to.

The happy medium So-o-o nice to have this man around the house. A comfortable, relaxed, *friendly* guy—with

TRAVEL IN STYLE WITH MCGREGOR SPORTSWEAR . . . FOR TROUBLE-FREE SILENT POWER—RIDE WITH EVINRUDE



See **Kirk Douglas** in "The Vikings" a Bryna Production for U. A. release.



See **Charlton Heston** in Cecil B. DeMille's

BRING BACK THE DAY THE ANSCO WAY



Portrait lens built-in for Hollywood-style close ups.

Built-in filter takes lovely "white cloud" scenes.

... with simplest, surest snapshot camera! **Kirk Douglas** likes an Anscoflex II, the camera with better pictures built right in. Built-in window shows pictures big and clear before you take them. Built-in close-up lens, filter. For color, black-and-white, flash. \$18.95

Charlton Heston (right) prefers Ansco's Memar camera. f/3.5 lens. \$41.50

... with finest color pictures ever! **Ansochrome** is 3 times faster than traditional color films. It freezes action, picks out delicate colors even in shadows. It automatically makes any camera "see color" better, makes even a snapshot camera a great color camera! For Father's Day shots... for *all* your shots... flash, too... use *Ansochrome* color film!



ANSCO. A division of General Aniline & Film Corp., Binghamton, N. Y.

A PICNIC FOR POP

an easy-going adaptable personality that matches the moods of his family or his large circle of friends.

The snappy pappy This peppy Poppa keeps things popping for the whole family! Sure, he likes things played

his way, but *he* plays 'em for laughs—so all hands have a good time *any* time he's aboard.

All color photos on ANSCOCHROME



"The Ten Commandments" in VistaVision. See Glenn Ford in MGM's "Don't Go Near The Water" in CinemaScope

For fun they can tote—at home or afloat—THE STARS SAY "AYE" TO THE ADMIRAL!

When they want perfect, pleasure-filled "takes"—on land or sea—our celebrities always take along an Admiral. Charlton Heston carries the new Admiral 8 Transistor Portable with "Roto-Scope" Antenna. Eight transistors replace tubes for a lifetime of service. Long-range power pulls in even weak, distant stations with maximum clarity. In handsome, rugged steel-and-leather case. Admiral radios from \$15.95.

Glenn Ford's lightweight Admiral 17" Portable gives big-set reception anywhere—bedroom,

kitchen, or on a trip...it's America's Number 1 BIG SCREEN portable! Tests prove Admiral's exclusive "Power-Plated" Chassis locks in a sharp, clear picture that stays perfect—even after the jolts and jars a portable takes. One-

piece wiring and connections just can't shake loose. Admiral Portable TV from \$89.95.

It's Admiral for the perfect gifts for Dad, the graduate, June Bride, and on every gift occasion. **Turn back one page to see other fine Admiral Portables.**

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They're frozen... they'll taste farm-fresh
...because they're vacuum-sealed in **CRYOVAC!**

New scientific vacuum package locks in flavor and tenderness... for keeps

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VICTOR BORGE SAYS: "I pack all my Vibo Farms Rock Cornish Hens in flavor-protecting CRYOVAC. Send for my booklet of favorite recipes and find out how good these birds can taste". Write to: The CRYOVAC Company, Department C, Cambridge 40, Massachusetts.

Now enjoy fresh-dressed taste and tenderness in Rock Cornish Game Hens and other *frozen* poultry — thanks to a new vacuum package called CRYOVAC. The airtight, moisture-proof "second skin" of CRYOVAC *stops* drying out and flavor loss... *locks* in farm-fresh taste and texture... *keeps* them there until the bird is on your table!

Here's how CRYOVAC packaging is done: first, the bird is placed in a special, airtight, moisture-proof bag. Then — all flavor-stealing air is vacuumed out, the bag is sealed and shrunk to fit like a transparent "second skin." It protects the contents until you break the seal.

Look for the CRYOVAC seal of flavor protection on poultry and other fine foods — hams, frozen, smoked, and processed meats, corned beef, and cheese — at your favorite store.



TINTED GREEN TO REDUCE DAYTIME GLARE, GLASS WALLS OF RALEIGH PAVILION RISE 83 FEET. ROOF IS HUNG BETWEEN TWO INTERLOCKED PARABOLIC ARCHES

NOTABLE MODERN BUILDINGS

Architects Institute picks outstanding designs of past decade

The gleaming glass pavilion above, casting its parabolic reflection in a pond, might be taken for a futuristic fantasy in a world's fair. In actuality it is a solidly practical building which serves as an arena for displaying livestock. Located in Raleigh, N.C. and created by M. Nowicki, it has influenced the structure of other arenas and is symbolic of the remarkable advance in modern architectural design which is apparent everywhere in the U.S. today. This advance is strikingly documented in a photographic exhibit now on view at the National Gallery in Washington, D.C. Organized by the American Institute of Architects to celebrate its 100th anniversary, the exhibit presents in gigantic color transparencies

outstanding buildings which reveal important characteristics and trends of U.S. architecture during the past 10 years. Four buildings, photographed for the show by W. Eugene Smith, are shown in color here.

In selecting the buildings for the exhibit the institute aimed to show how modern design, once limited mostly to skyscrapers and homes, has now been adapted to all kinds of construction needs—factories, airports, clinics, shopping centers. In their daring contours and technological achievements, their incorporation of art and landscaping, these buildings point the way to the architecture of coming decades when, according to predictions, \$50 billion will be spent annually on construction in America.

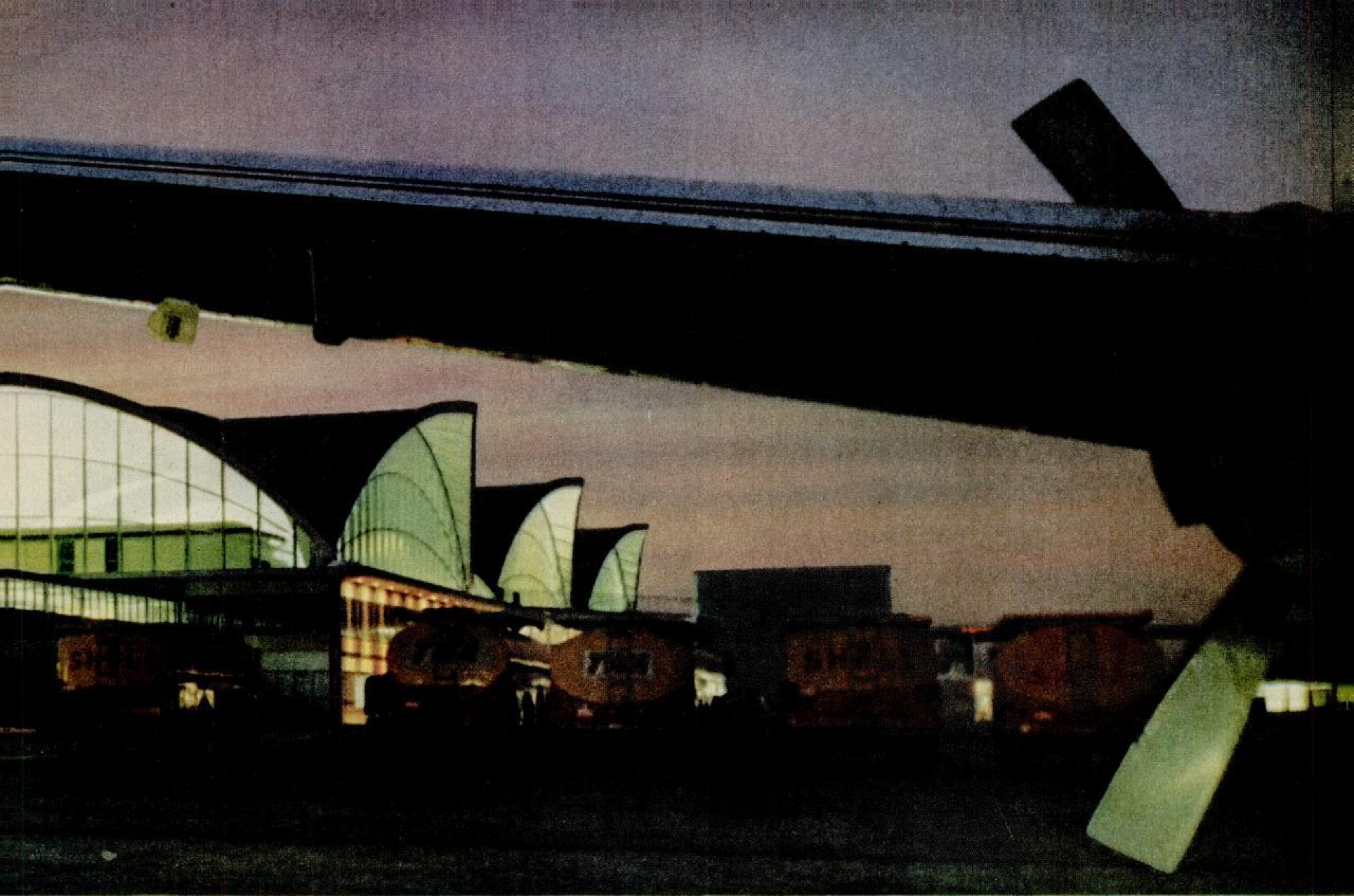
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AIRPORT ARCS, formed by intersecting barrel vaults, span new air terminal in St. Louis. Institute considers it the outstanding building of its kind because its

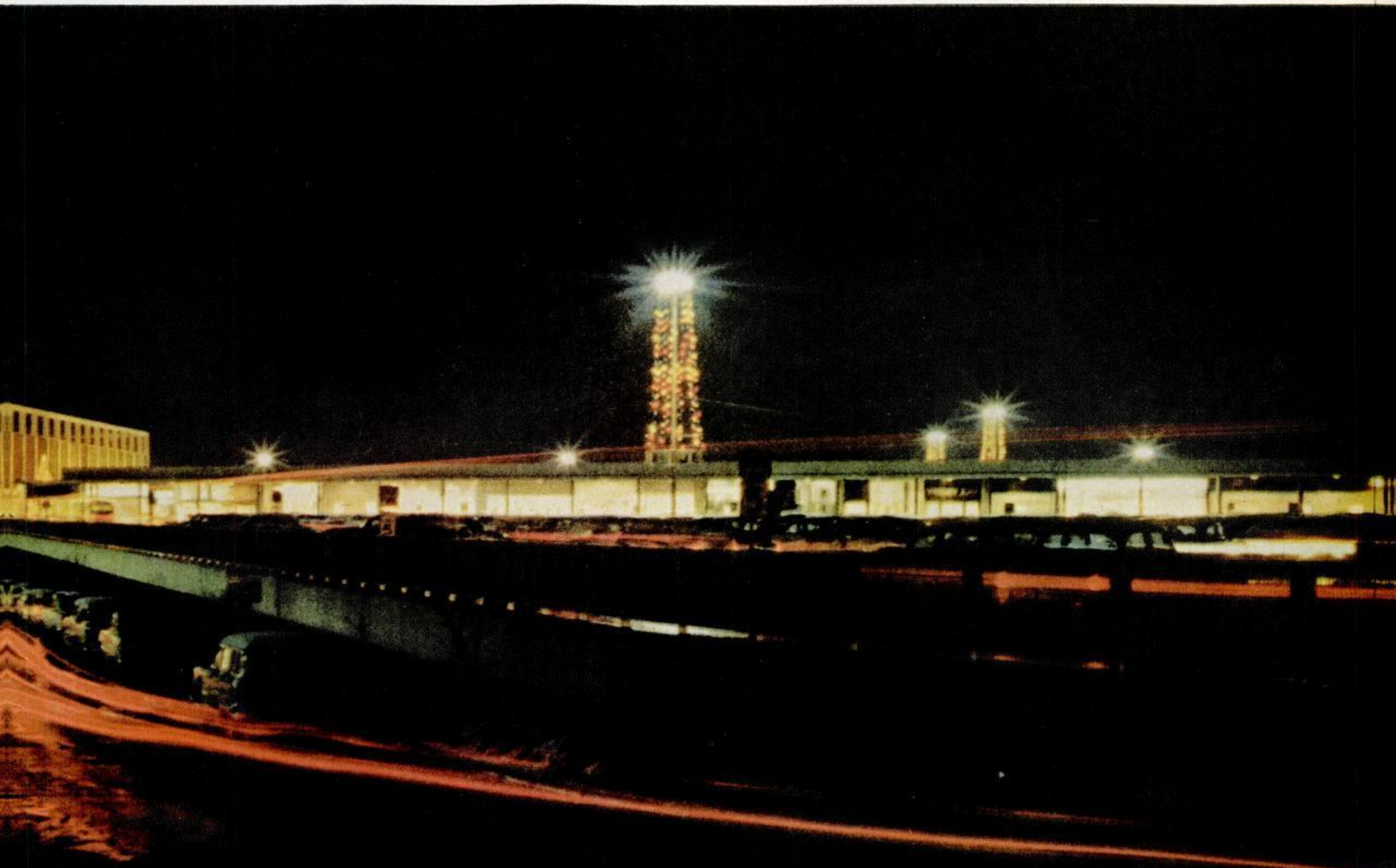
simple structure, designed by M. Yamasaki, creates spacious, dramatic effect appropriate to air age and allows for future expansion by adding more crossvaults.





SHINING SHOPS of Northland center (*below*) in Detroit, designed by Gruen Associates, radiate from large Hudson department store in a series of wings

convenient to parking lots and bus ramp. The institute admires the serviceable layout of the utilitarian buildings as well as the use of art and artful landscaping.





MANY-SIDED SKYSCRAPER, embellished with horizontal and vertical green copper fins, was designed by Frank Lloyd Wright as an office and apartment

building for Price pipeline company in Bartlesville, Okla. Tower was chosen as a distinguished example of functional design retaining personal style of architect.

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**Concentrated
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*in a delicious new
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Like everybody else, you need protein. Especially at breakfast.

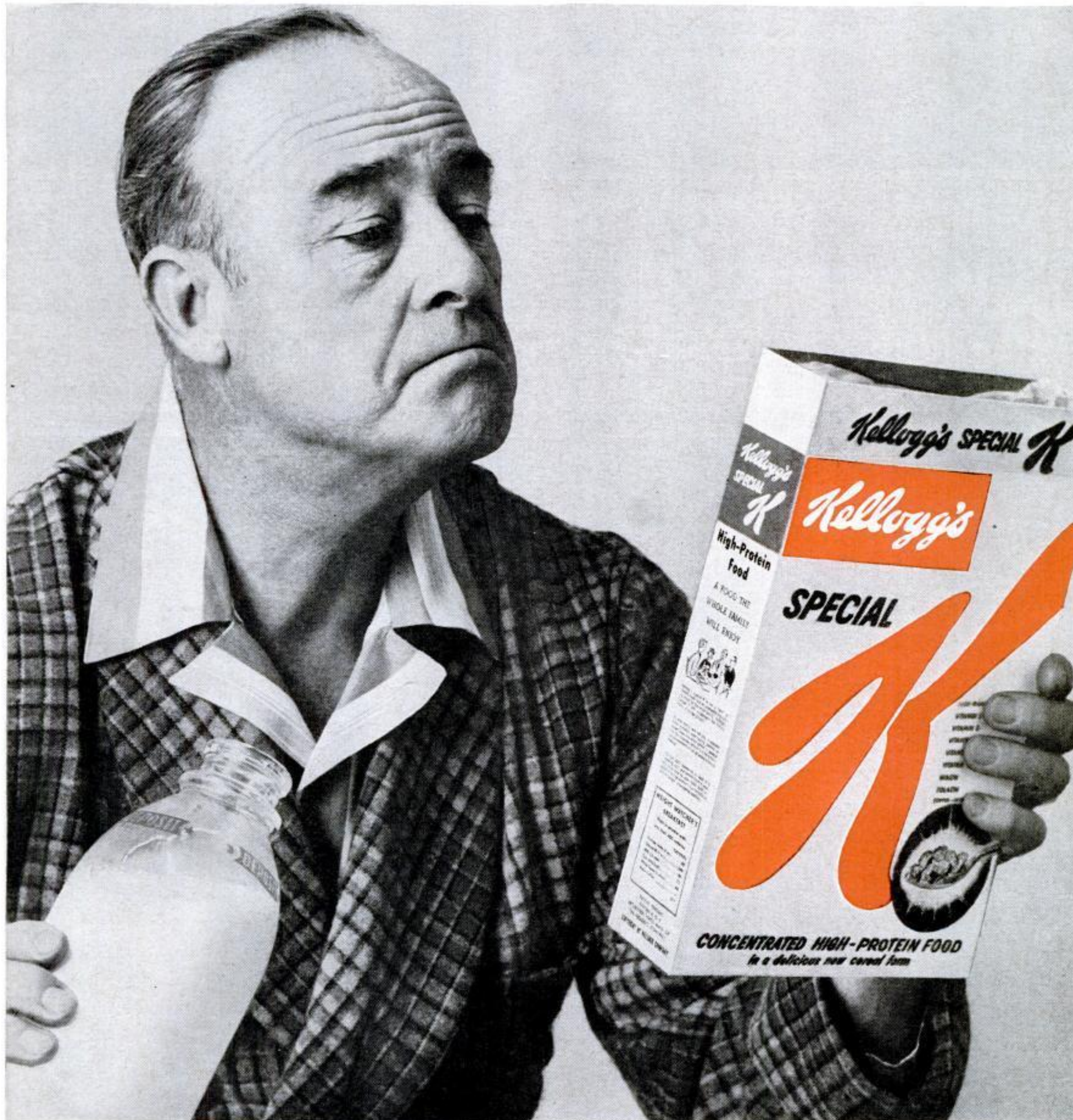
Now you can get it in a delicious new ready-to-eat cereal form—Kellogg's Special K. Concentrated protein

—twice as much as the average of all other cereals. And you get a good healthy serving of the highest quality protein in a single bowl of Special K with milk or cream. (More than any other leading cereal—hot or cold!)

We invite you to try Special K for another important reason. It tastes good. More than a flake, more than a puff—it has a special form and flavor all its own that is already pleasing millions of people.

You'll find some mighty nutritious reading on the back of the Special K package at your grocer's. Take a look next time you shop.

Kellogg's OF BATTLE CREEK



What's father reading? Just the most nutritious cereal story of our time. You can read it too—on the back of the Special K package.



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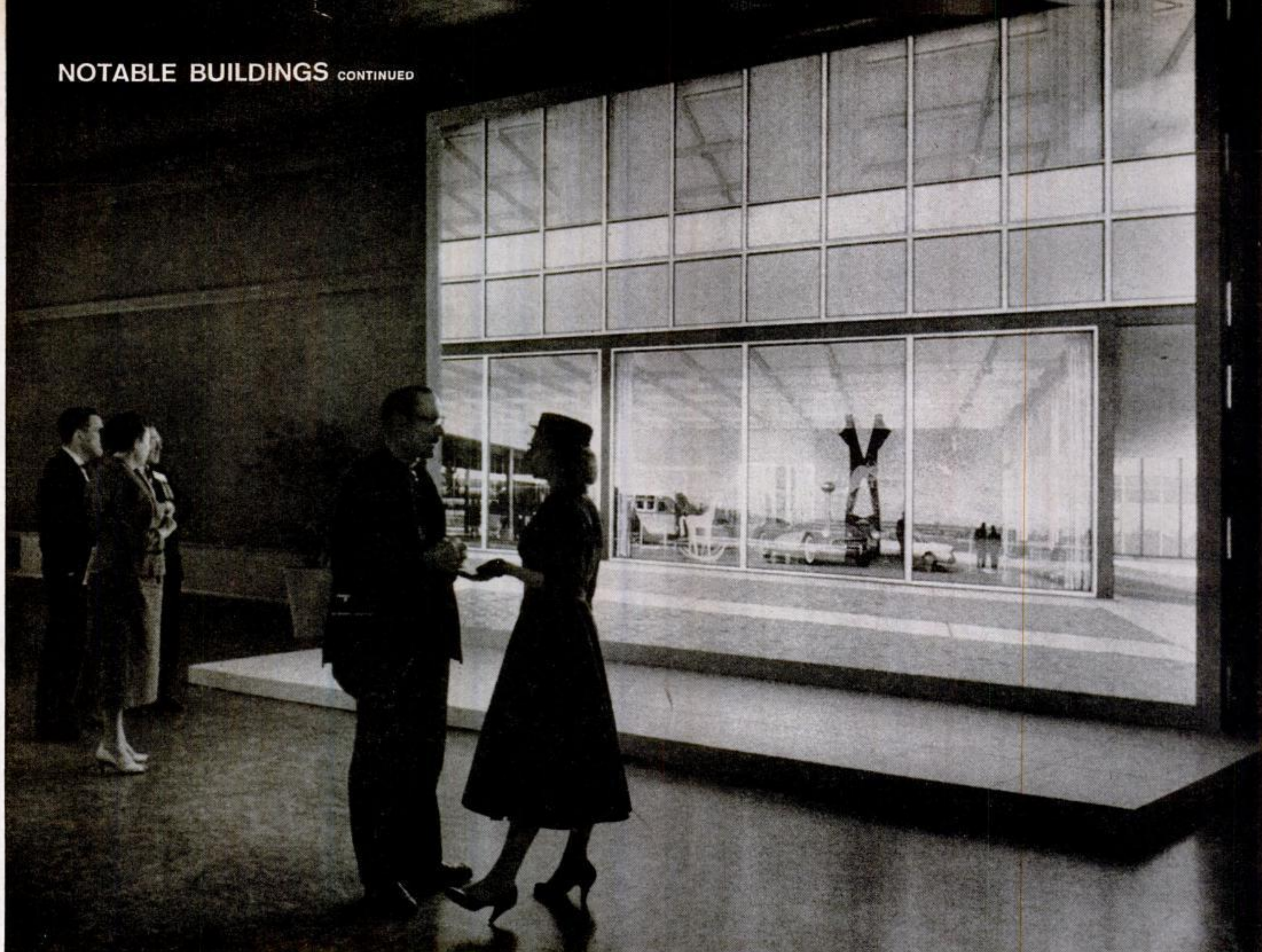


HANDI-PAK

New! 8 individual packages of Special K in one Handy-Pak



FOR EXPECTANT MOTHERS



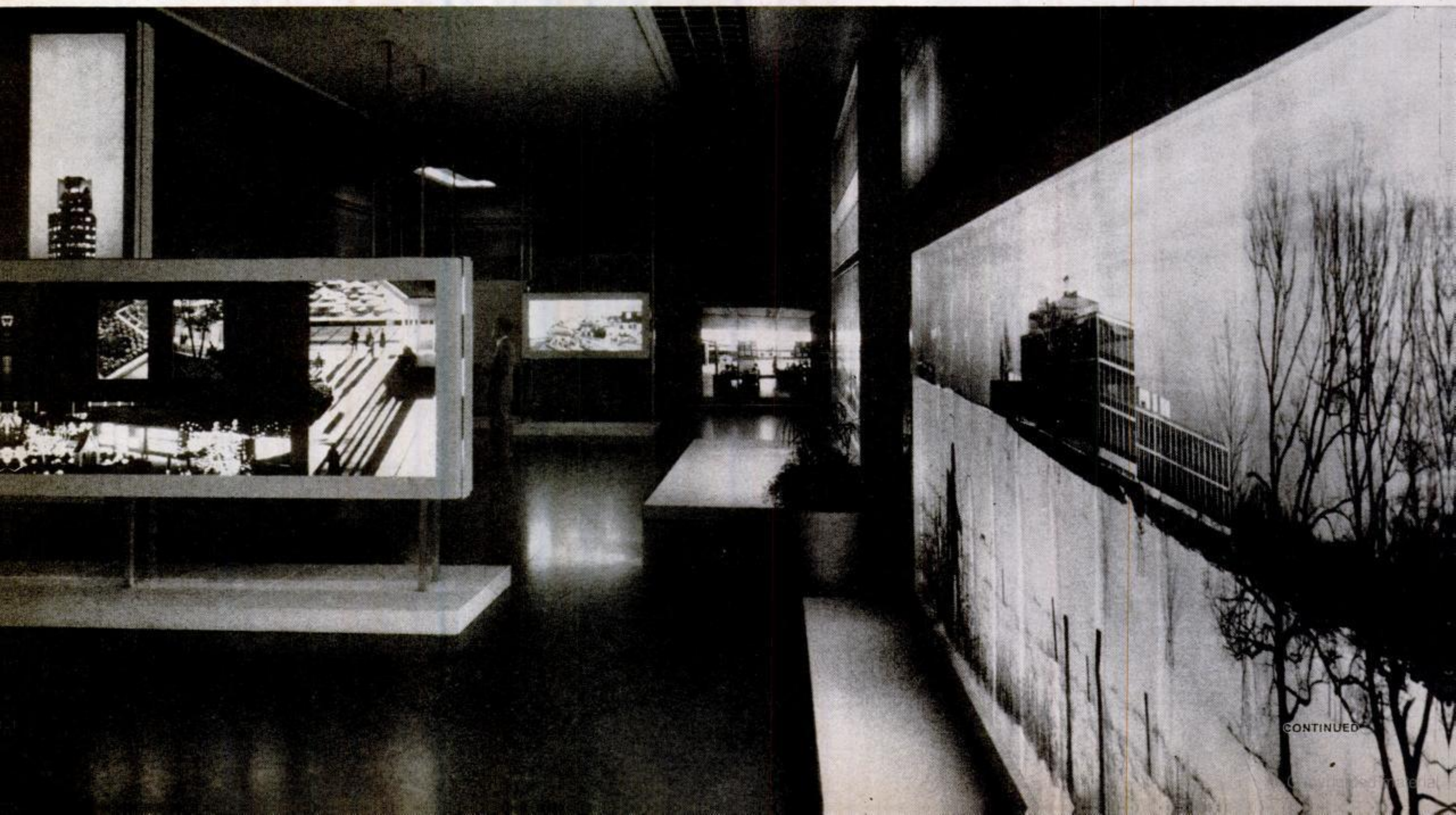
AT NATIONAL GALLERY, PICTURE OF GENERAL MOTORS TECHNICAL CENTER IN DETROIT, WORK OF EERO SAARINEN, DWARFS PHOTOGRAPHER SMITH (LEFT FRONT)

A BIG DISPLAY AT AIA'S SHOW

Inside the National Gallery visitors may see the four preceding pictures splendidly magnified by the Eastman Kodak Company's Colorama technique. Six other color pictures, reproduced on this and the following pages in

black and white, round out the "Ten Buildings in America's Future" in the American Institute of Architects (AIA) exhibit. The Colorama and the other AIA pictures make up the first major photographic show in the gallery.

DRAMATIC SIGHT ON GALLERY WALL (RIGHT) IS CONNECTICUT GENERAL LIFE INSURANCE BUILDING IN BLOOMFIELD, CONN. BY SKIDMORE, OWINGS & MERRILL



CONTINUED

Ship-Shape Summer Supper!



ANN PAGE SALAD BOAT

†20¢ per serving

- | | |
|--------------------------------|---------------------------|
| 1 loaf Italian Bread, unsliced | 1 Tbsp. minced scallions |
| 4 hard-cooked eggs, diced | ½ tsp. garlic salt |
| 1 cup diced ham* | ¼ tsp. dry mustard |
| 1 cup diced celery | ½ cup ANN PAGE MAYONNAISE |
| 2 Tbsp. chopped dill pickle | (or SALAD DRESSING) |
| 2 Tbsp. chopped stuffed olives | 2 Tbsp. butter, melted |

Cut slice lengthwise off top of loaf and hollow out leaving a 1" wall. Measure 1 cup bread crumbs from center of loaf, and combine with remaining ingredients except butter; spoon lightly into loaf; replace top. Brush entire loaf with butter and wrap in aluminum foil. Bake 30 minutes in a 450°F. oven. Cut into 6 thick slices, serve at once.

†Cost based on A&P Super Market prices at press time
*Chicken, shrimp or tuna may be substituted.

Simple...simply wonderful made with...

ANN PAGE MAYONNAISE or SALAD DRESSING

It's a salad... it's a sandwich... it's a hot main dish! Perfect for lunch or supper, indoors, on the porch or under a tree... a hit any time you serve it! The filling is what makes it so unusually good... a flavor combination that is really *something!*

That's because Ann Page dressings

blend ingredients so well, and accent them with their own distinctive flavors. For a subtle, delicately seasoned taste, use Ann Page Mayonnaise... for a sprightly, medium tart flavor use Ann Page Salad Dressing. Both do so much for so many summer dishes... as sandwich spreads, dressings and garnishes.

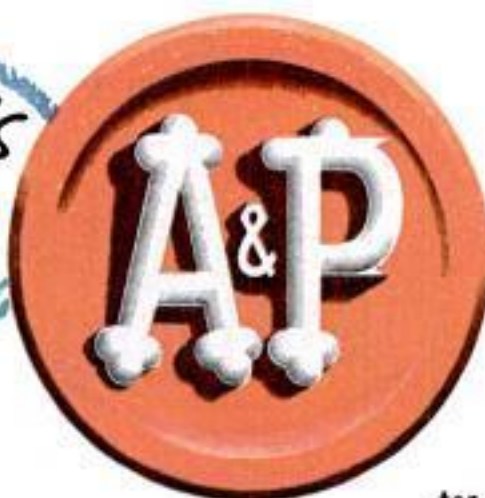


Ann Page Mayonnaise and Salad Dressing are made in A&P's own Ann Page food kitchens, sold only at A&P. This eliminates needless in-between expenses and you share the savings.

ANN
PAGE

proves...

*Fine Foods
Needn't Be
Expensive*



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Now . . . take the worry out of wet roads . . . put new safety on your wheels! New, improved Mobil Super DeLuxe tubeless tire with 6-rib tread design has 160% more biting edge—for *all-direction* skid protection. Tubeless construction affords greater blowout and puncture protection, too.

With this super-safe tire comes an important "extra"—Mobil Care —

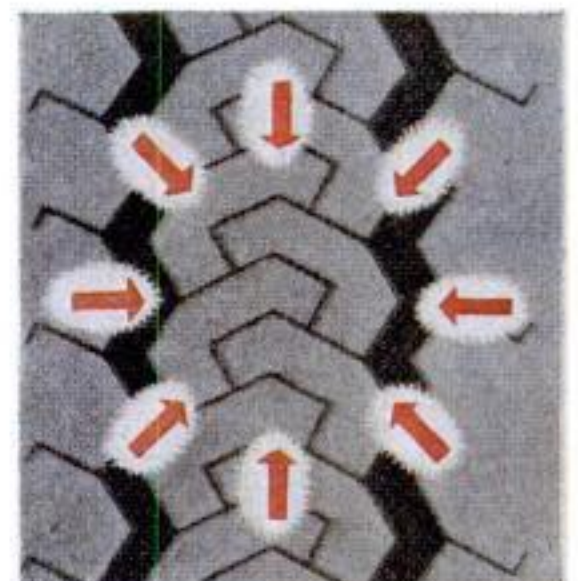
available wherever you stop at a friendly Mobil dealer's. It helps assure proper mounting, correct inflation, periodic safety checks for cuts, bruises.

For added convenience use your Socony Mobil credit card.

* * *

Also available —The Mobil Premier All-Nylon Cord Tire. Tubeless or tube-type design at slightly higher price.

Note how special design provides biting edge in *every* direction. This means extra skid protection, straighter, surer stops. Wider ribs give greater traction, more stable ride.



SOCONY MOBIL OIL COMPANY, INC., and Affiliates: MAGNOLIA PETROLEUM COMPANY, GENERAL PETROLEUM CORPORATION



MIDDLE-INCOME HOUSING, Hollin Hills development near Washington, D.C., was chosen because of its skillful landscaping for the community as a whole, the location of

dwelling to create maximum play and scenic space amid them. Occupied largely by Washington civil servants, the development is the work of Charles Goodman Associates.



MODEL SCHOOL which affords a relaxed atmosphere for both recitation and study is West Columbia Elementary, West Columbia, Texas. Plentiful light, cheerfulness and

clean lines impressed AIA as responding to "the importance of children and their needs." The architect who designed the school, built in 1951, was Donald Barthelme.

CONTINUED

**Brush
Your Teeth
with Colgate's...
Brush
Bad Breath
Away!**



**And Colgate's with GARDOL
Fights Decay All Day, Too!**

Colgate Dental Cream with Gardol stops mouth odor all day for most people . . . with just one brushing! Gives you that fresh-clean feeling that comes from brushing your teeth with Colgate Dental Cream.

And unlike other leading toothpastes,* Colgate Dental Cream contains Gardol to form an invisible, protective shield around your teeth that fights tooth decay all day . . . with just one brushing!

Gardol's invisible shield fights tooth decay all day . . . with just one brushing.



*THE TOP THREE BRANDS
AFTER COLGATE'S.



**Colgate's with GARDOL
CLEANS YOUR BREATH
WHILE IT CLEANS YOUR TEETH**

Why pay more

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NEW STICK DEODORANT—pink
to blend with skin tones,
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Etiquet CREAM
Etiquet SPRAY-ON

Reg.
98¢
size

49¢

PLUS
TAX

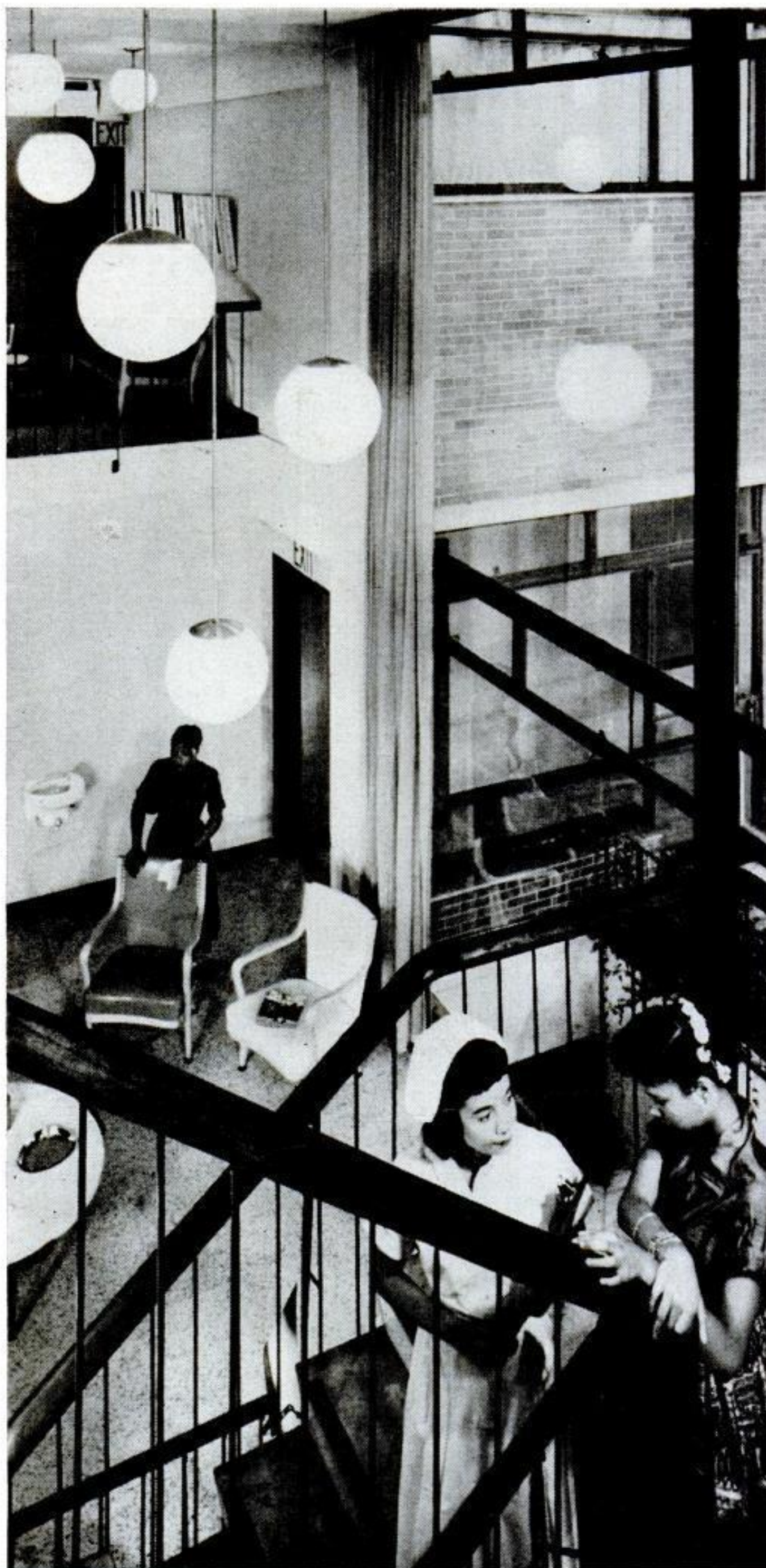
Etiquet

Deodorants
at your favorite store

NOTABLE BUILDINGS CONTINUED



IDEAL LOW-COST HOUSING, Easter Hill Village in Richmond, Calif. was chosen for appearance and plenty of play space despite small over-all acreage. Architects were Donald Hardison and Vernon DeMars, Associated Architects.



IDEAL HOSPITAL, Upper Manhattan Medical Group Center, was praised for sprightly lines and interesting arrangement, designed to help cheer patients. Center was planned by New York architects Nemeny, Geller and Yurchenco.

Free!



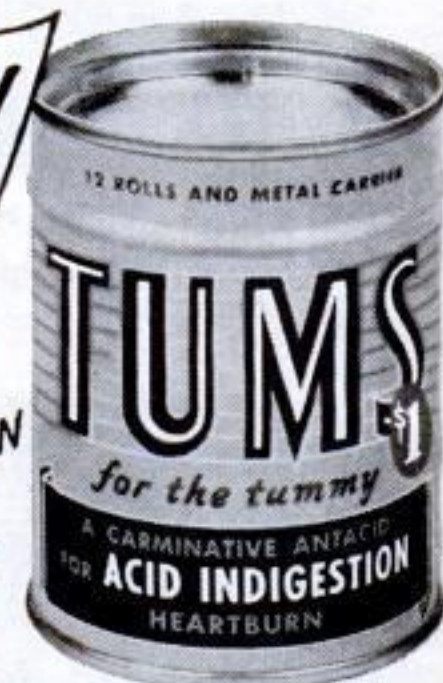
METAL
**TUMS
CARRIER**

... with 12 rolls of Tums
in New \$1 Vacuum Tin

Now you can be sure you'll never be caught without TUMS, world's fastest relief for acid indigestion, heartburn and gas. Get the new vacuum pack tin of twelve 10¢ rolls of TUMS, plus this free handy metal TUMS carrier... all for \$1. TUMS taste so good and act so fast... always carry TUMS as faithfully as you carry your keys. Take several tins along on your vacation.

NEW

Sure, safe
on-the-spot
RELIEF for
ACID INDIGESTION
and
HEARTBURN



**HOLLYWOOD
sani-white**
SHOE POLISH

"NON-TOXIC"
Safest for Your Baby

HOLLYWOOD SHOE POLISH, INC.
Free Booklet • Richmond Hill 19, N.Y.



LIFETIME GUARANTEED
Hallmark
12 W. MADISON ST. CHICAGO

17, 21 and 25 Jewel Watches
Star of Glory Diamond Rings
Cultured Pearls • Gift Rings
Write for
Names of Distributors

Awards... Business Gifts of Highest Prestige

Steri-lite
ROYAL LINE

Salad Bowls • Salad Sets
Bon Bon Dishes • Candlesticks
with non-tarnish Silver-like trims
Picnic Luncheon Sets and
other Household Table-ware

AMERICA'S SMARTEST
HOSTESS-WARE



UNITED PLASTIC CORP., FITCHBURG, MASS.

Chap Stick



a soothing
coating for
summer lips

Antiseptic 'Chap Stick'
offers soothing comfort
when the sun shines hot.
Carry it with you always.
Brings quick relief to sun-
burned, parched, sore lips.





Save the fun of just being together in a color snapshot like this!

The most beautiful color snapshots are as easy to take as black-and-whites—with new indoor-outdoor Kodacolor Film!

You can take snapshots as gloriously colorful as all outdoors—with new Kodacolor Film.

Kodacolor captures *all* the colors you see—as you see them. It gives you prints so brilliant, so wonderfully lifelike, you'll hardly believe you took them. Yet they're as easy to take as black-and-whites!

You use this *new kind of Kodacolor* in any popular-size snapshot camera. And you use the very same roll with sunlight or flash.

Now you use only *one* type of Kodacolor Film, indoors *and* out!

This time of year is so lovely—and so much fun for the entire family—you really should save your good times with marvelous new Kodacolor Film. Why not get a roll or two for this weekend? It's at your Kodak dealer's now.



EASTMAN KODAK COMPANY . . . Rochester 4, N.Y.

YUMA^{TO} PHOENIX

204 miles...on four blown-out tires!



***New Goodyear tire makes
roadside tire changes
unnecessary after
punctures or blowouts!***

Goodyear's new nylon Captive-Air Safety tire is a tire that actually has a *spare* right inside it.

This latest safety development virtually frees you, your wife, and your children from the danger and inconvenience of roadside tire changing.

Here's how Captive-Air works



Only the air in the outer chamber escapes when the Captive-Air tire is cut, torn or blown out.



Reserve air in the built-in spare supports the car—lets you drive on for 100 miles or more at normal speeds.

3-T Nylon makes it possible!

Only Goodyear has the Captive-Air because only Goodyear has a tire body made with triple-tempered 3-T Nylon Cord to give you a tough first line of defense against blowouts and punctures.

The built-in spare is made of brawny nylon to carry you safely and comfortably until you can stop conveniently and have the tire repaired. And all the while you drive, the two fully independent treads of the new Twin-Grip design give you up to 24% quicker stops . . . up to 24% surer starts.

The Captive-Air Safety tire—tested and proved in Detroit—is now standard and optional equipment on some of America's finest cars.

See the amazing new 3-T Nylon Captive-Air Safety tire at your Goodyear dealer's this week. Liberal allowance for your present tires. Goodyear, Akron 16, Ohio.



Look for this nearby Goodyear dealer sign for better tire values . . . better tire care . . . convenient credit terms. And ask about our Lifetime Guarantee.

MORE PEOPLE RIDE ON GOODYEAR TIRES THAN ON ANY OTHER KIND



**READY
GO!**

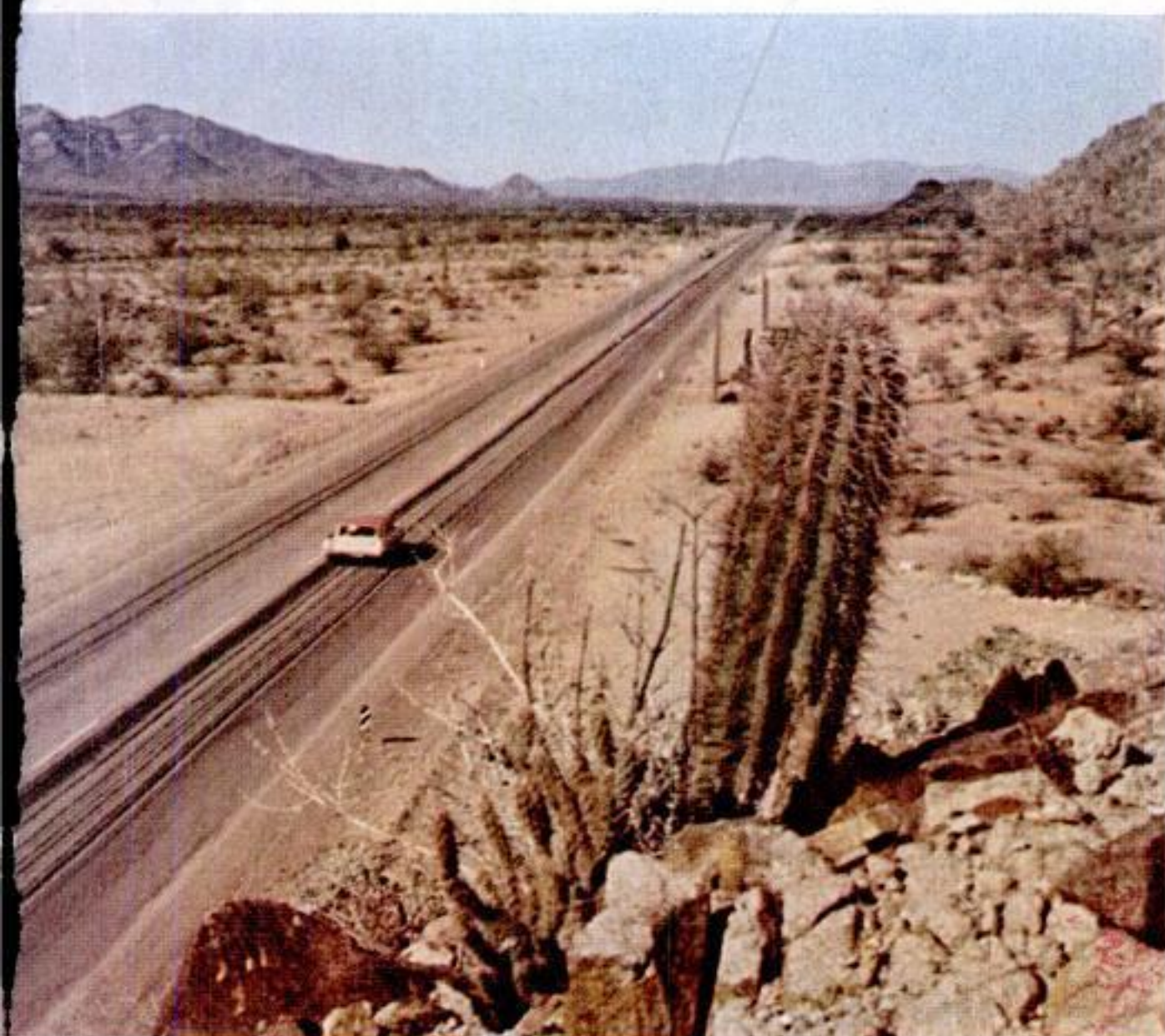


**138
MILES**



Our four tires have been blown out with a chisel and a sledge hammer, and we're set to leave civilization. From now on it's nothing but scorching desert and sprawling miles of parched sand and cactus. That 120°

sun fires the road into a smoldering, blistering hot plate. But we're safe with the multi-ply Nylon "inner tires" of the Captive-Air . . . they can really take the heat—and take it in stride!



The Old Spanish Trail is no place to be left stranded with a tire failure. But we're not worried—not with Goodyear's double air chamber principle protecting us. Those "inner tires" laugh at Arizona heat . . . carry us speedily, safely toward Phoenix.



**204
MILES LATER!**

Destination reached . . . not a second of inconvenience . . . and we did it on four blown-out Captive-Air Safety tires. No damage to the "inner tires". . . no damage to the outer tires other than the cuts we made at the start of the run.

Only Goodyear has CAPTIVE-AIR...the safety tire with the built-in spare!

GOOD YEAR

Captive-Air T.M., The Goodyear Tire & Rubber Company, Akron, Ohio



Swept-Wing is sweeping the country! Every 45 seconds someone buys a new Swept-Wing Dodge!

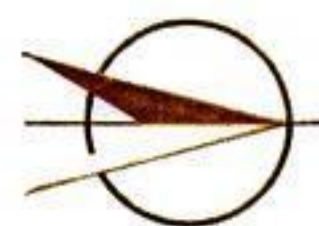
There's a special kind of *magic* when you go Swept-Wing!

You've never known a moment quite like this. When the night was so still and the air was so warm and the road was a velvet ribbon winding ahead. You sweep along in the peace and privacy of your own thoughts —*your troubles a million miles away!*

Owning a Swept-Wing Dodge offers many moments like these. Magic-filled moments of contentment and relaxation, quiet pride and deep satisfaction.

And there are many *practical* compensations also. For this Swept-Wing Dodge offers the newest and most advanced features of 1957. Torsion-Aire Ride. Push-Button TorqueFlite. Total-Contact Brakes. A new aircraft-type V-8 engine rated up to 310 hp.

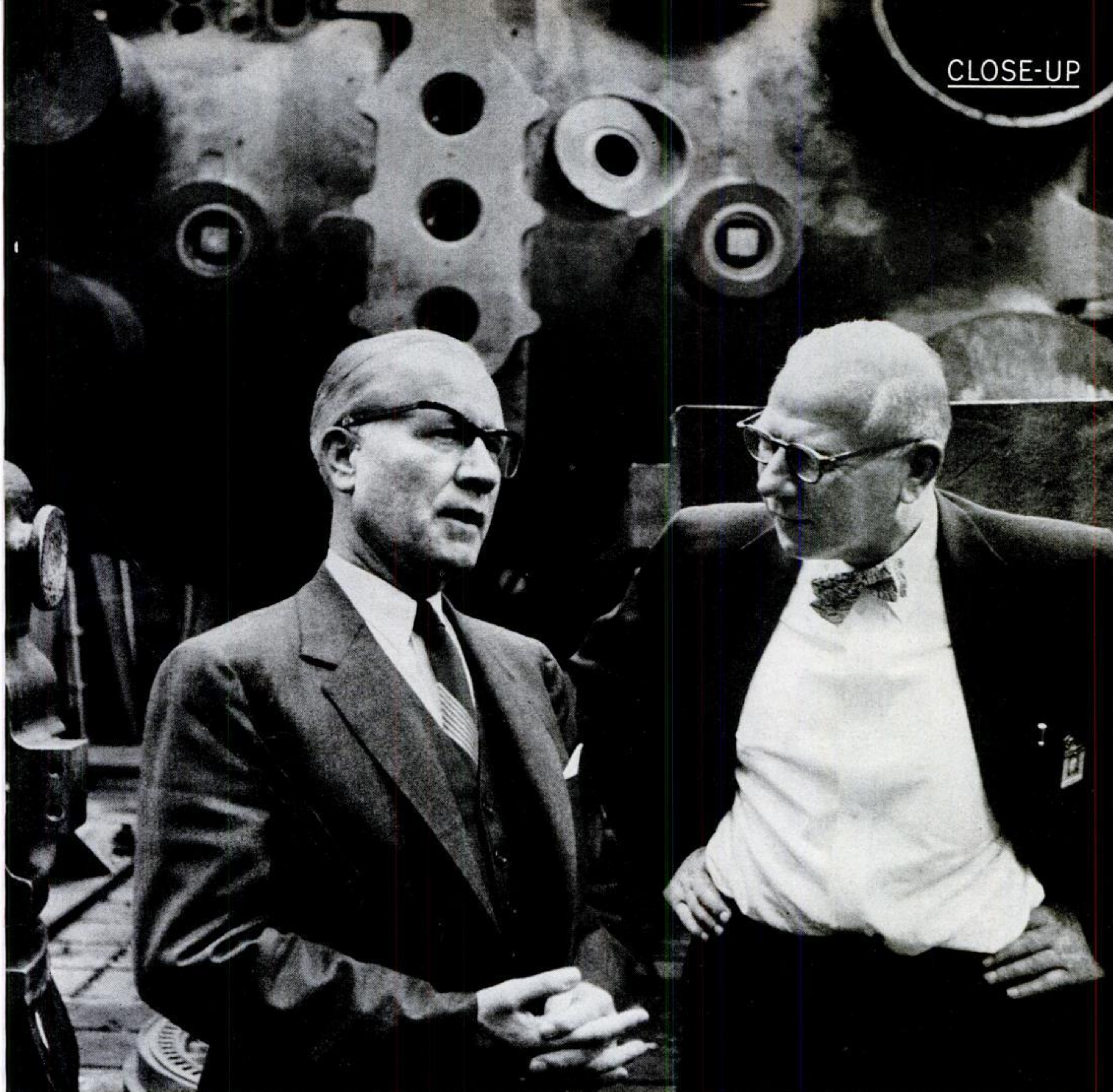
Why not stop in soon at your nearby Dodge dealer's and ask for the keys to a new Swept-Wing '57 Dodge? You have never seen, felt, owned anything like it.



SWEPT-WING

Dodge

Enjoy Lawrence Welk twice each week on TV! "Dancing Party" and "Top Tunes and New Talent"—ABC-TV.



New-Style Boss for Big Business

IN G.E. turbine plant President Cordiner talks to the department manager, William E. Saupe (right)

"Bill's department is fully decentralized. He makes decisions in his field and that leaves me free to spend 75 per cent of my time in long-range planning."

TO think a man should have this much fun and get paid for it!" says Ralph J. Cordiner, who gets \$260,000 for running the General Electric Company. For preparing his recent, forward-looking survey on military compensation for the Defense Department, however, Mr. Cordiner got not a cent—not even carfare.

To achieve "this much fun," Mr. Cordiner, a calm, stern-eyed man, sleeps five hours a day and, at 57, thrives on it. He represents a new breed of executive who believes the day has passed when a single, swashbuckling genius can run a whole industry from his hat. An expert in management, he has decentralized G.E. to the point

where every key executive down to plant manager now has complete authority to run his own show—as long as he lives up to a preset profit level. "It's one way of giving back dignity to the individual," says Cordiner, "and it works. In three years only one operational problem has been brought to me for adjudication." Cordiner's policy has paid off in other respects. In the six years since he took the presidency, his giant corporation has doubled its sales volume and he just announced a 16% first-quarter jump in profits over 1956. "But my effectiveness won't be judged for 10 or 15 years," says Cordiner. "And by then, I'll be doing something else, like raising cattle."

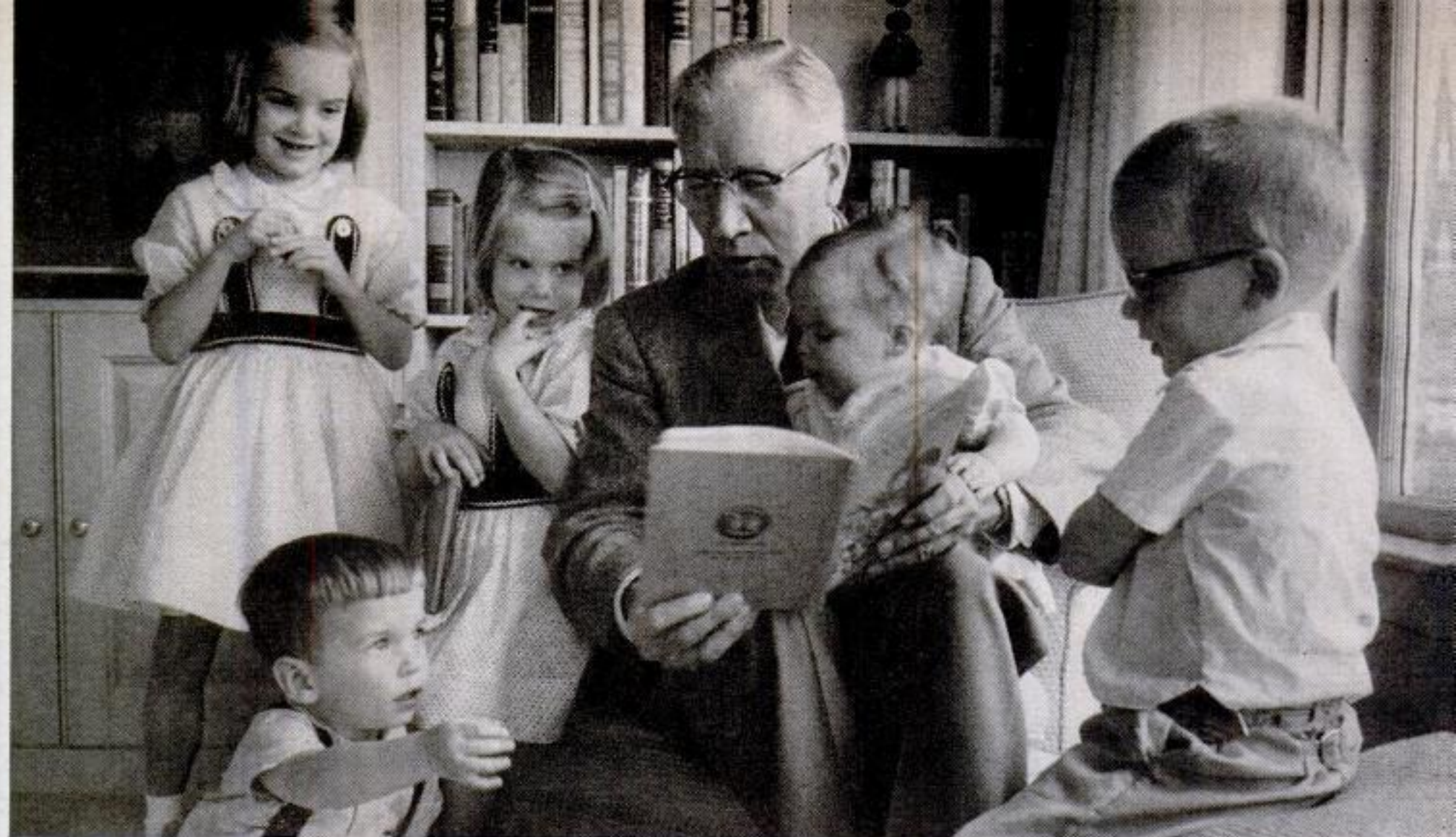


CORDINER ON FLORIDA RANCH



WITH four of his eight grandchildren Cordiner returns from fishing expedition on lake near his Stamford, Conn. home.

"Often they come to visit us weekends. I bought them new fishing rods and though they didn't catch anything there's the whole summer to get in sunfish, bass and, I'm afraid, lots of turtles."



ON SUNPORCH of his 12-room house he reads to attentive audience ranging from 7 years to 5-month-old girl in lap.

"I couldn't spend as much time with my own children as most fathers. This partly makes up for it. We had four daughters, and it was with them that I first put my ideas about decentralization into practice."



ON FLORIDA ranch near Tampa, Cordiner, who was brought up on a farm in Washington, raises Aberdeen Angus. This is a \$50,000 prize bull.

"Ten years before his retirement a man ought to make plans so that he won't be a bother to anyone. I bought this ranch when I was 53 to start disassociating myself from industry. What's the use of kidding

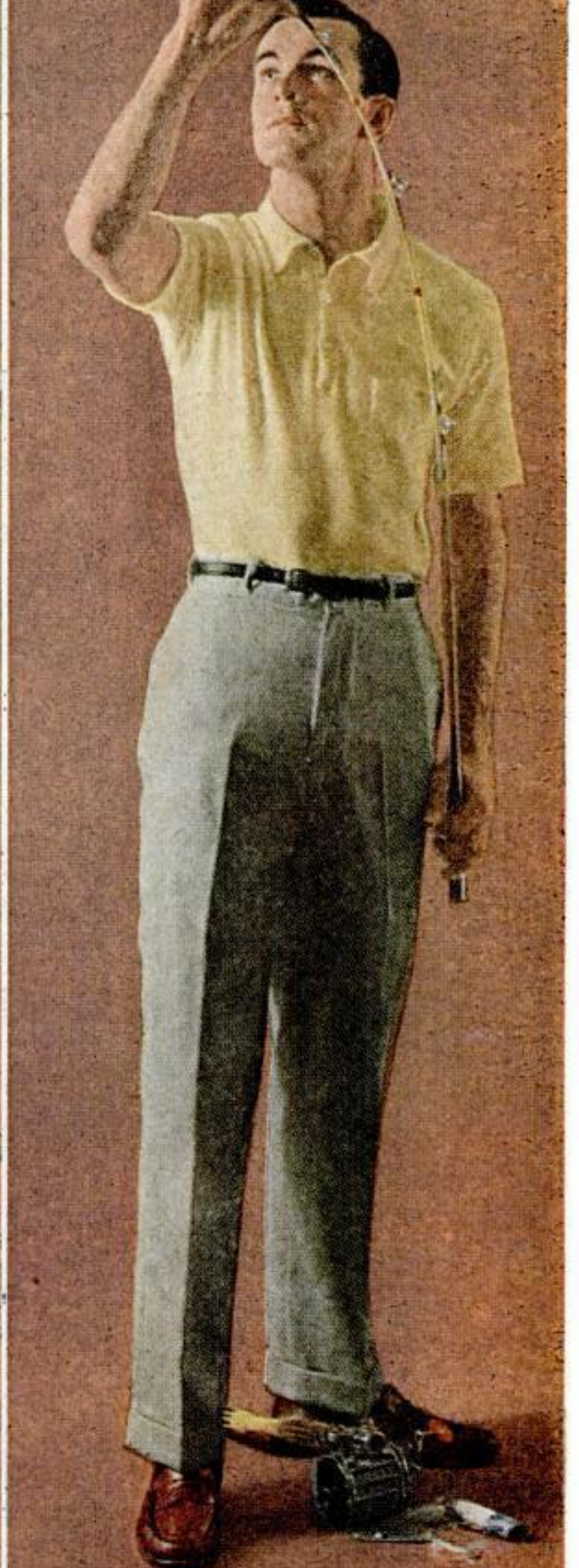
myself? When a man's in his 60s he can't have the aggressiveness for long-range planning he had in his 50s. I guess it's a matter of chemistry. Before the company knows it I want to fade quietly away to my ranch. The saddest sight in the world is that of the retiring executive after his Saturday night testimonial dinner with nothing to look forward to on Monday. Anyway, I don't need any more wristwatches."

Shirt of premium-quality white broadcloth, regular or French cuffs.....2.99
Cotton-twill slacks with ivy-styling.....3.95
Good-looking ties in newsworthy patterns.....1.00

Cool cotton plissé pajamas never need ironing!
Full length, 2.99.....Knee length, 2.69
(Not shown) Combed-cotton handkerchiefs, rolled hems, colors or pure white.....box of 3, 1.00

Cotton sport shirts in manly patterns.....1.99
Stretch-nylon socks, newest colors.....59c
Bold argyles and stripes in fine cotton hose, nylon reinforced.....69c

Breezy cotton-knit shirt in new pineapple mesh, buttoned-down ivy style.....2.99
Trim wash and wear slacks, ivy-styled in sheen sateen.....4.95



d a d s

welcome gifts by Fruit of the Loom

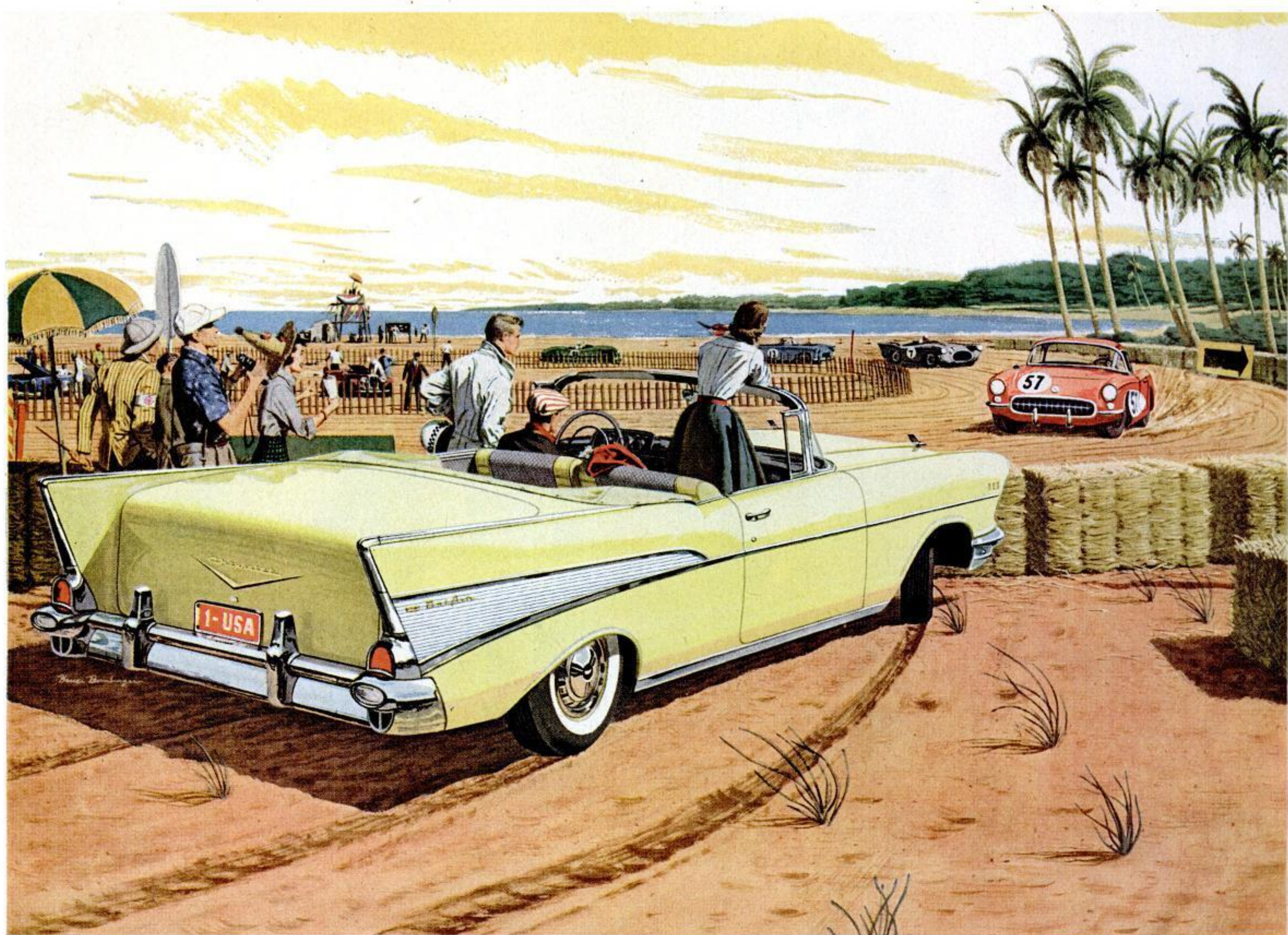
This is the week to go into your favorite store and shop for dad's big day. You would be smart as well as thrifty to choose Fruit of the Loom gifts—gifts with a 106-year-old tradition of dependable quality and unparalleled value—gifts for every dad, everywhere, every one unconditionally guaranteed to please.



FRUIT OF THE LOOM

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For these and many more guaranteed values, visit or write: Stern's, N. Y. C.; The Hecht Co., Baltimore & Charles Sts., Baltimore & Pine Sts., Baltimore; Meier & Frank Co., Portland, Salem; Sattler's, Buffalo*... and the basements or downstairs-stores of: L. Bamberger & Co., Newark, Paramus; The Elder & Johnston Co., Dayton; Famous-Barr, Downtown, Southtown, Northland, St. Louis; Fowler, Dick & Walker, Wilkes-Barre; Gertz, Jamaica, Flushing, Hicksville; Gimbel Bros., Downtown, Southgate, Milwaukee; Gimbels, Phila.*; The Hecht Co., Wash., D. C., Silver Springs, Parkington; Jones Store Co., Kansas City; The Lamson Bros. Co., Toledo; V. M. O'Neil Co., Akron, Lorain-Elyria, Canton, Cuyahoga Falls, Masslin; Stone & Thomas, Wheeling; Thalhimers, Richmond; ZCMI, Salt Lake City... and hundreds more value-conscious stores everywhere. *No mail orders, please.



The Bel Air Convertible with Body by Fisher (at left). The Chevrolet Corvette (at right).

sweet

(just look!)

smooth

(ah, that Turboglide!)

sassy

(just drive it!)

This is the car that's fresher and friskier from its own special look to its new Ramjet fuel injection!

Those words—sweet, smooth and sassy—seem to fit this new Chevy right down to its tubeless tires. In the first place, it *looks* the part. It has a crisp, alert appearance—as trim and functional as an arrow. You can tell that the styling isn't just going along for the ride. It's right in keeping with Chevrolet's own special fresh and frisky ways.

And this is one car that looks as good close up as it does across the street. It's built the way you've come to expect a Chevrolet to be built. Everything in it fits beautifully—including you!

But a Chevy isn't just something that's nice to look at. Far from it. This beauty was meant for *driving*—and it *knows* it! Give a Chevrolet a gentle hint with your toe, and it responds with spunk and spirit and sureness!

You can pick your power from the widest choice of engines in Chevy's field—from the

popular Chevy 6 up to V8's with revolutionary Ramjet fuel injection.* This Chevy advance does away with the carburetor . . . brings you instant responsiveness and more efficient use of fuel. It's the greatest forward step in engines since overhead valves!

When you put Chevrolet's new Turboglide* drive in the picture, you're really living! This, you know, is the first and only triple-turbine transmission.

Get your hands on the sweetest handling car of them all. It's as close by as your nearest Chevrolet dealer's. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

*Optional at extra cost.





IN NEW YORK office he presides at meeting with, from left, Board Chairman Philip D. Reed and executive vice presidents C. W. LaPierre, Robert Paxton, J. W. Belanger, R. W. Johnson.

"Each of these gentlemen has a different authority: finance and investment; electronics, atomic and defense systems; apparatus; industrial components and materials; consumer products. Each speaks with the posture of a president."



AT G.E.'s MANAGEMENT Research and Development Institute at Crotonville, N.Y., Cordiner addresses collegelike session.

"About 400 G.E. employees on management level have taken our 13-week course since it started last year. To make decentralization work, management must encourage the upgrading of employees, and this is where ours learn. Almost everyone wants to do more challenging work and earn higher pay. Fortunately it's a very small minority that's content to sit on their hands and not make the effort—and I don't have much patience with that kind of people."

CONTINUED

no wonder

more people wear

TOPPS

WATCHBANDS

they cost so little...look like so much more... they are TRULY JEWELRY!

Look, for instance, at the golden finish of these De Luxe Topps Watchbands. Topps' exclusive AL-99 process guarantees they'll never tarnish. The colorful simulated alligator inserts are distinctive.

It's so easy to get a new watchband... to get just the watchband you want when you select from the many styles of gift-packaged Topps Watchbands.

only 50¢ to 1.98 at all variety, drug and tobacco stores

Look for...be sure

they're **TOPPS**

Expansion Bands • Leather Bands
Photo-Ident Bracelets
Styles for Men, Women and Children

TOPPS WATCHBANDS, N. Y. 38

SAVE DOLLARS!

Fix leaky pools, toys, rainwear with

DAB

New liquid plastic repair for everything made of vinyl. Easy, fast—durable. No patches required.

ANOTHER FINE HOLLINGSHEAD PRODUCT

MEN • WOMEN • CHILDREN

Opti-Ray

SUN GLASSES 25¢ to 4.98

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Be a Schlitz

Be Refreshed



© 1957 Jos. Schlitz Brewing Co., Milwaukee, Wis., Brooklyn, N.Y., Los Angeles, Calif.; Kansas City, Mo.

GIVE DAD

SILVER BOND

SOKS

Guaranteed by Good Housekeeping

SILVER KNIT HOSIERY MILLS, INC., HIGH POINT, N. C.

Hot, Perspiring, Sore, Tired Feet?

You Need Dr. Scholl's Fast-Acting Relief!

Take a minute each day to sprinkle soothing, cooling Dr. Scholl's Foot Powder on your feet and into your shoes. You'll have another day of real foot contentment. Dr. Scholl's eases new or tight shoes... lessens perspiration... helps prevent Athlete's Foot. 15¢, 40¢. Large economy size 75¢. Try it!

Dr. Scholl's



TOUCH 'N GO... smartly!

Nadco

GOLF'S BEST FOLDING CART

Own the best in beauty and action. Get 15 seasons plus from the cart that lends lasting sparkle, convenience to the game. Only Nadco guarantees and registers cart in owner's name. \$17.50 to \$29.95

Look for the cart with the golf ball handle!



Nadco SPORTING GOODS COMPANY
3635 West Touhy, Chicago, Illinois

Protect Your Dog from "RESISTANT" FLEAS!

All dogs get fleas sooner or later. Up to now, getting rid of fleas has been a problem because many fleas actually resist ordinary flea and scratch powders. But now, new **PULVEX Anti-Scratch Flea Powder** solves this problem with a new formula containing Malathion Plus, a scientific discovery guaranteed to kill all fleas as well as lice and ticks! New PULVEX stops scratching; checks fungi; removes "doggy" odors. One treatment lasts a week or more. In the handy shaker-top can, only 45¢ and 75¢ at all pet & drug departments. Another quality product from **PULVEX, Chicago 14, Ill.**



HEARING SECRET



ALL IN THE EAR!



- NO CORD . . . NO EXTRA BUTTON
- FITS COMFORTABLY IN THE EAR
- NOTHING ELSE TO WEAR

Sonotone—pioneer in transistor hearing aid development—brings new hope to millions with this tiny, all-in-one-piece hearing aid. Smallest Sonotone ever. Fits comfortably and unnoticed *all in the ear*...yet gives powerful amplification for fine hearing. Get full facts—along with the scientific Sonotone Hearing Test. You get *both* free by mailing the coupon below. Do it now!

SONOTONE®

A Lifetime Program for Better Hearing!

FREE ☐ Scientific Sonotone hearing test!
☐ Complete Sonotone Information!

SONOTONE CORPORATION
 Dept. B-67, Elmsford, N. Y.

Gentlemen: I would like to have the scientific Sonotone Hearing Test which will accurately measure my hearing. Also, please send me complete information about the new all-in-the-ear hearing aid. Mail in plain envelope to:

NAME _____
 ADDRESS _____
 CITY _____ ZONE _____ STATE _____

NEW-STYLE BOSS CONTINUED



ON VERANDA of Florida hotel near their ranch, Mrs. Cordiner knits while her husband reads a local paper. She says:

"The executive's wife leads an often lonely life. It wouldn't be fair to Ralph to plan a busy social whirl. It would have been hard if I didn't have interests independent of his."



DEPLANING from company-owned Convair at Roanoke, Va., Cordiner arrives from Florida vacation for business meeting.

"This job takes a lot out of you. Even when I'm home there are plans to be made and thinking to do. I get great satisfaction from my job, but never catch up with it."

Gilbey's
brings you only
the "heart"
of vodka...
the clearest,
smoothest part!

There's plenty of good reason for the special difference in Gilbey's Vodka. It's *distilled* better—by a costlier method that selects only the clearest, smoothest part of each vodka distillation. It's called the "heart" of vodka. And that's all you get in Gilbey's—brilliantly clear vodka...vodka without a hint of harshness...vodka that makes the *smoothest* difference you've ever enjoyed in drinks.

GILBEY'S VODKA

*Produced by
the makers of Gilbey's Gin—
the International Gin*



VODKA 80 & 100 PROOF. DISTILLED FROM 100% GRAIN. W. & A. GILBEY, LTD., CINCINNATI, OHIO. GILBEY'S DISTILLED LONDON DRY GIN. 90 PROOF. 100% GRAIN NEUTRAL SPIRITS. W. & A. GILBEY, LTD., CINCINNATI, OHIO. DISTRIBUTED BY NATIONAL DISTILLERS PRODUCTS COMPANY.





IN PRETTY CONFUSION Marilyn Monroe as showgirl Elsie Marina wriggles into her clothes in a dressing room to meet an important visitor to the theater.



An Unlikely



WHISPERING THE WORD in lineup (left), Elsie's friend Fanny (Daphne Anderson) says visitor is the Grand Duke Charles, "a sort of king's understudy."

Pair Make Great Match

MONROE AND OLIVIER FILM BRIGHT COMEDY

The London embassy of the mythical kingdom of Carpathia, principal scene of *The Prince and the Showgirl*, is a magical place where predictable miracles happen. Royalty falls in love with a showgirl and the showgirl solves a political crisis. But unpredictably, Marilyn Monroe, pitting her high little voice and wriggle-hipped sense of fun against the thunder of the great Sir Laurence Olivier, all but steals the show from a fine Shakespearean actor.

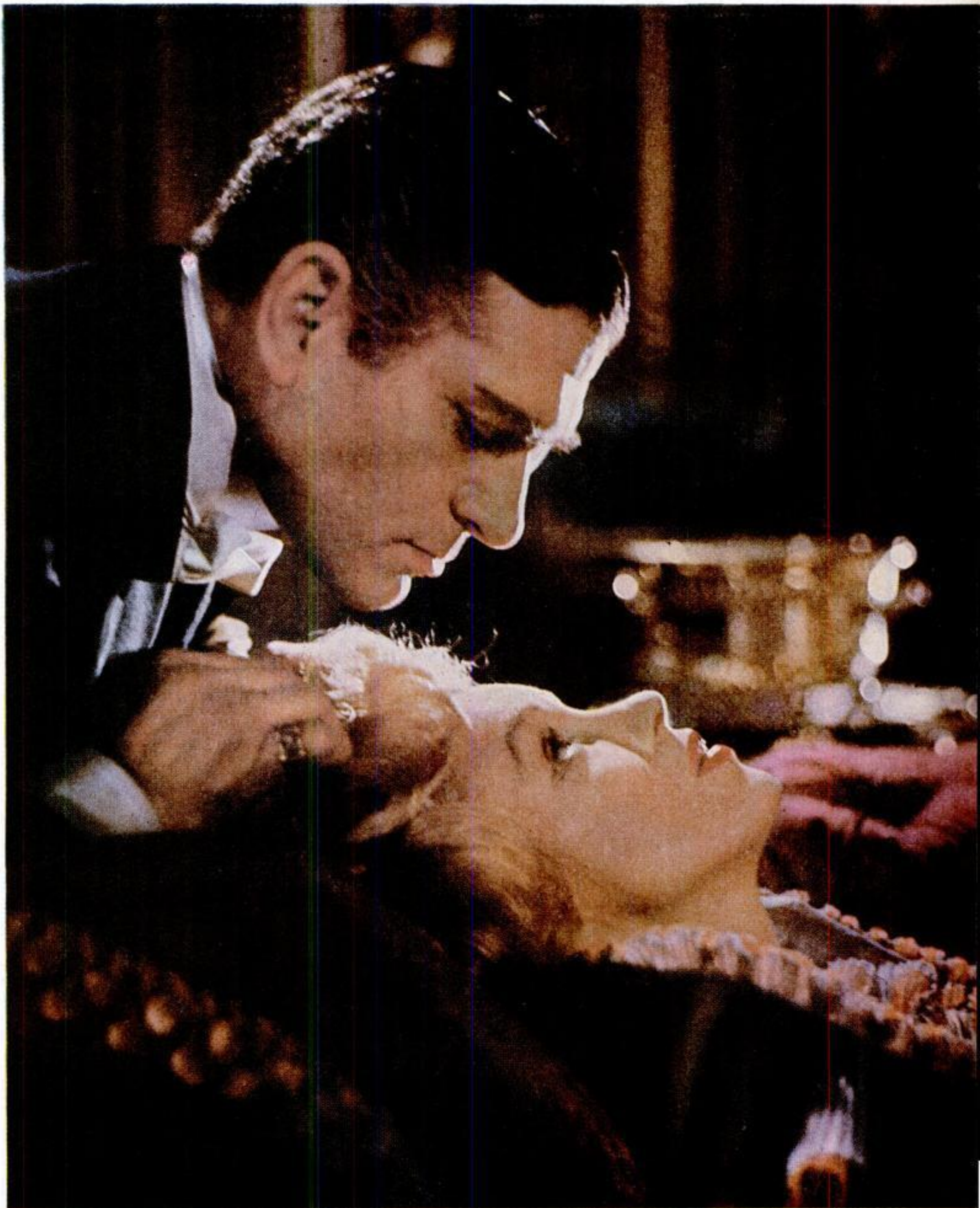
The unlikely match between Marilyn and

this monarch of the classical stage results in a bright, captivating film. Sir Laurence, who produced and directed the movie for Warner Brothers, gives a high-polished performance as a short-tempered prince regent visiting London for King George V's coronation in 1911 and seeking relaxation. Marilyn, as the American showgirl assigned to provide the relaxation, is delightful when drunk, slinky when sober, adorable when in love. And when she must send her prince away, she is convincingly sad.

Photographed by MILTON GREENE



DANCING TOGETHER (above), duke (Sir Laurence Olivier) and Elsie find selves falling in love.

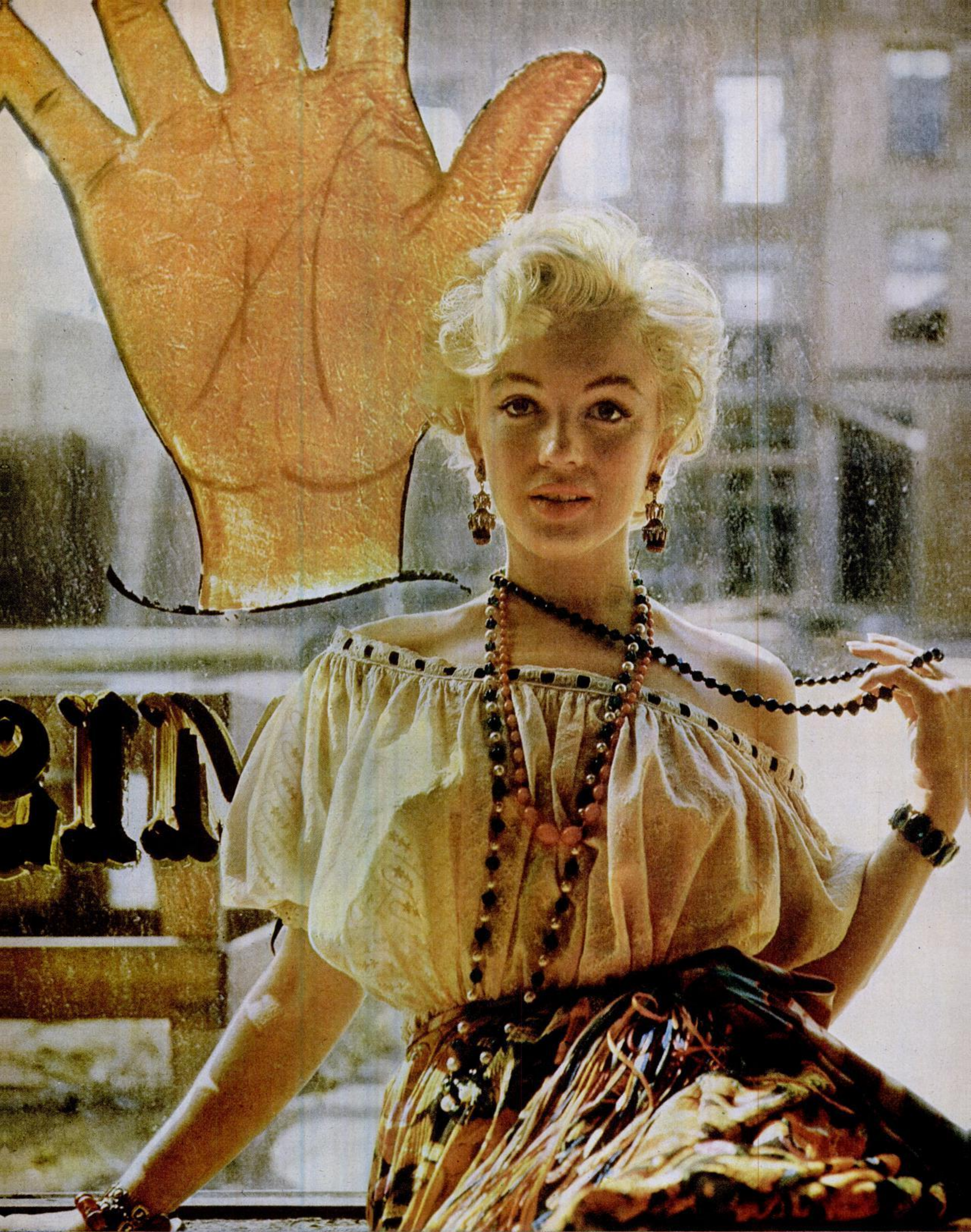


AFTER MIDNIGHT SUPPER duke tells caviar-stuffed, vodka-tipsy Elsie her eyes are "twin pools

of gladness in which any man would be happy to drown." "In both?" she mutters, and falls asleep.

CONTINUED

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DRESSED AS A GYPSY FORTUNETELLER, MARILYN SITS IN SHOP WHOSE WINDOW ADVERTISES PALM READINGS. IN BACKGROUND ARE FORMS OF OTHER SETS



AS ALASKAN GIRL Marilyn stands in saloon door in chinchilla and straw hat. Greene thought the hat lent gay touch to the far north scene.

MARILYN IN MANY ROLES

The Prince and the Showgirl marks another step in Marilyn Monroe's advance from a standard movie blonde. "Her performance turned out quite a surprise to me," said her costar and director, Sir Laurence Olivier. "She surpassed everything I asked of her. She is a very good actress and fun to work with."

These pictures display Marilyn as a mime and the fun she has working. They were taken by Milton Greene, who brought Monroe and Olivier together. When she was at 20th Century-Fox, Greene wandered about with Marilyn photographing her in the roles she thought she would like to play. He became her adviser and part owner of her producing corporation. He served as executive producer during the filming of *The Prince and the Showgirl*. Now Greene-Monroe business relations are strained. But as the photographs show, once they worked well together.



AS A FRENCH PEASANT, Marilyn emerges from her house, pauses to tug stocking before tackling farm chores.

MONROE CONTINUED



AS A LONDON GIRL Marilyn wears a costume similar to the one she wore as an Ozark chantoosie in *Bus Stop*.

CONTINUED



IN BRIGHT CHIFFON MARILYN, CURLING AND STRETCHING FETCHINGLY, POSES SLEEPILY FOR GREENE AFTER FILMING OF "THE PRINCE AND THE SHOW GIRL"





© 1955 by Warner Bros. Inc.



Start with a scoopful of ice cream or sherbet—your favorite flavor. Just drop it into a tall glass.

Add chilled, sparkling 7-Up. Tilt the glass and pour it gently down the side. (And wait'll you see what the fresh, clean taste of 7-Up does for ice cream. Yum!)



Get 'em together for a cool



Wouldn't you like
one right now?
Better order some
extra 7-Up so
you'll have plenty
for "Floats" and
for just plain
thirst-quenching!

**Nothing
does it
like
Seven-Up !**

Copyright 1957 by The Seven-Up Company

often this summer
SEVEN-UP "FLOAT"!



Take beautiful color pictures your very first try!

... and for only 5 cents extra per picture you graduate from ordinary black-and-white snapshots to glorious color-slides!

Argus C-3... only \$55⁵⁰

Most dealers offer budget terms—as little as \$5.55 down.
(Complete with case and flash—\$69.50)

Without any experience at all, you can take pictures of people and places—in color—see that picture in all of its life-like brilliance—and pay only 5 cents more than you would for any ordinary black-and-white album print!

An Argus color-slide camera is as easy to use as a simple box-type camera, and yet it lets you do so much more. You can use it on bright days, dark days, rainy days, snowy days—it's never "weathered in." It lets you "freeze" action at racetracks, ball games, golf courses. It's no bother to take with you—you wear it.

Don't let another colorful day slip by. Step into your Argus dealer's and into the fun-filled world of color-slide photography.

Some of the reasons why the Argus C-3 is the world's No. 1 color-slide camera:

f:3.5 Cintar lens—captures all the light you need to get beautiful results!

1/10 to 1/300 shutter—"freezes" action to give you crisp, clear pictures!

Lens-coupled rangefinder—all you do is turn a dial to bring your picture into sharp, clear focus!

Built-in synchronization—lets you plug the flash gun right into the camera for easy nighttime or dark-day shots!

Amazing versatility—Cintar lens removes easily for quick interchange with Wide-angle or Telephoto accessory lens!



See all the natural beauty and color you saw the moment you took your picture—with this wide-screen Argus Pre-Viewer. Light comes on automatically when slide is inserted. Remarkably inexpensive—\$7.95.

WORLD'S NO. 1 NAME IN COLOR-SLIDE PHOTOGRAPHY

argus®

ARGUS CAMERAS, ANN ARBOR, MICHIGAN, DIVISION OF SYLVANIA ELECTRIC PRODUCTS INC.



BY DAY, ONLY SIGN OF MILITARY PREPAREDNESS IS ROW OF RAILS ALONG SHORE TO PREVENT LANDINGS. ISLANDS IN BACKGROUND ARE HELD BY NATIONALISTS

QUICK CHANGE ON MATSU

Quiet outpost of the Nationalist Chinese bristles against the Reds

When the U.S. announced last month that it was sending Matador missiles to Formosa to help defend the Nationalist Chinese fortress, Communists on the mainland countered with a new threat to invade Formosa. "We hope they try," said an officer on Matsu, a Nationalist outpost just 10 miles from the mainland. "We will throw them into the sea."

The Nationalists have a basis for their confidence. Matsu could do just that. The peaceful

island scene shown above can, with a quick command, be converted into the military inferno below. Though only four square miles in size, Matsu is manned by 18,000 energetic Nationalist troops who have dug an extensive network of bunkers and tunnels deep into the rock to protect themselves, their stockpile of equipment and their food supply (*next page*). "If they dig any deeper," says an admiring U.S. officer, "the whole island will collapse."



MACHINE GUN, firing to help form protective pattern shown below, is sheltered by concrete pillbox.

AT NIGHT, VILLAGE SHOWN AT TOP OF PAGE IS LIGHTED BY TRACER SHELLS CONVERGING ON HARBOR FROM WELL-CONCEALED GUN POSITIONS ALONG SHORE



CONTINUED



SENTINEL, aided by a chart of Russian ships and planes, scans mainland from safety of blockhouse.



FIRE CONTROL CENTER in underground cave is manned by Nationalist soldiers who are ready to plot

position of enemy targets spotted by sentinel, send firing instructions by phone to gun crews on surface.



WELL-PROTECTED HENS can scuttle to shelters made for them to hide in during sporadic shelling.

WELL-STOCKED RIFLEMAN guards 9,000 rounds of ammunition which is his share of Matsu supply. →



The new kind of organ...so easy to play you're a "musician" the first time you try

Now you can stop wishing and start *playing*! Even if you've never played a note... even if you can't read music... you can create good, listenable music, *without lessons*, on the

Hammond Chord Organ

The first time you sit at this totally new kind of organ, you'll play a complete tune... melody, chords and all...

... because the Hammond Chord Organ is the only instrument that's perfect for people who don't know music but have always had the yen to play. And there's a lot of music *in* this remarkable instrument. You can make it sound like violins, harp, clarinet, trumpet and all of them together.



Here's why it's so easy to play

ONE FINGER of your left hand presses a button to play a full, rich chord. On any other keyboard instrument this takes some musical knowledge and a lot of practice and skill. The Hammond Chord Organ does it with a single button!

ONE FINGER of your right hand plays the melody. Hammond gives you special "Picture Music" that tells you which keys to play. The first time you try, the music sounds great... and you get better every time you play!



It's more fun to be a family... when there's a Hammond Chord Organ in the house. It brings the whole family closer together for their most enjoyable good times. Each one will play his own favorite music. *Like to hear how it sounds?* Send the coupon for a free LP recording of the amazing and beautiful musical effects you can play on the Hammond Chord Organ.

Easy terms: \$97.50 down at most dealers and about \$29.50 a month.

SEND FOR FREE LP RECORDING



Hammond Organ Company
4234 W. Diversey Avenue, Chicago 39, Illinois
Send free LP recording so I can hear how versatile a Hammond Chord Organ is.

Name _____
Address _____
City _____ Zone _____ State _____

© 1957, HAMMOND ORGAN COMPANY 6



LABELED FANS, with new favorite's name pasted on Presley badges, line up at Roxy to see Sands.

Storm over Sands

TOMMY MAKES HIS TRY AT UNSEATING PRESLEY

Nineteen-year-old Tommy Sands, a youth with a slight voice and without sideburns, is this spring's front-running contender to unseat Elvis Presley as the idol of the teen-agers. His first record, a rock 'n' roll number titled *Teenage Crush*, sold its first million copies in eight weeks. His first LP, *Steady Date*, is the country's second best-selling album. This week, for \$10,000, Sands is filling New York's Roxy Theater with girls who have given up Elvis forever.

The Sands storm started when Tommy took on a role Elvis declined in a TV drama called *The Singin' Idol*. With a guitar hung around his neck, he matched Elvis to a growl and grind. The performance started packs of Presley fans switching to Sands. But Tommy, back with his own singing style since the show, keeps his hips firmly in place when playing himself.



PLAYING "ELVIS," Sands grew sideburns for TV role based on Presley.



PLAYING HIMSELF, without sideburns or guitar, Tommy swings into his characteristic gesture of

clapping to mark beat of a rock 'n' roll song. His singing is rhythmic, his pronunciation intelligible.



Cary Middlecoff, GOLF CHAMPION, SAYS :

"Viceroy

**has the smoothest
taste of all!"**

Smooth!

From the finest tobacco grown, Viceroy selects only the Smooth Flavor Leaf. No other will do!



Extra Smooth!

Each Smooth Flavor Leaf is specially Deep-Cured, golden brown through and through, for extra smoothness!



Super Smooth!

Only Viceroy's smooths each puff through 20,000 filters made from pure cellulose—soft, snow-white, natural!

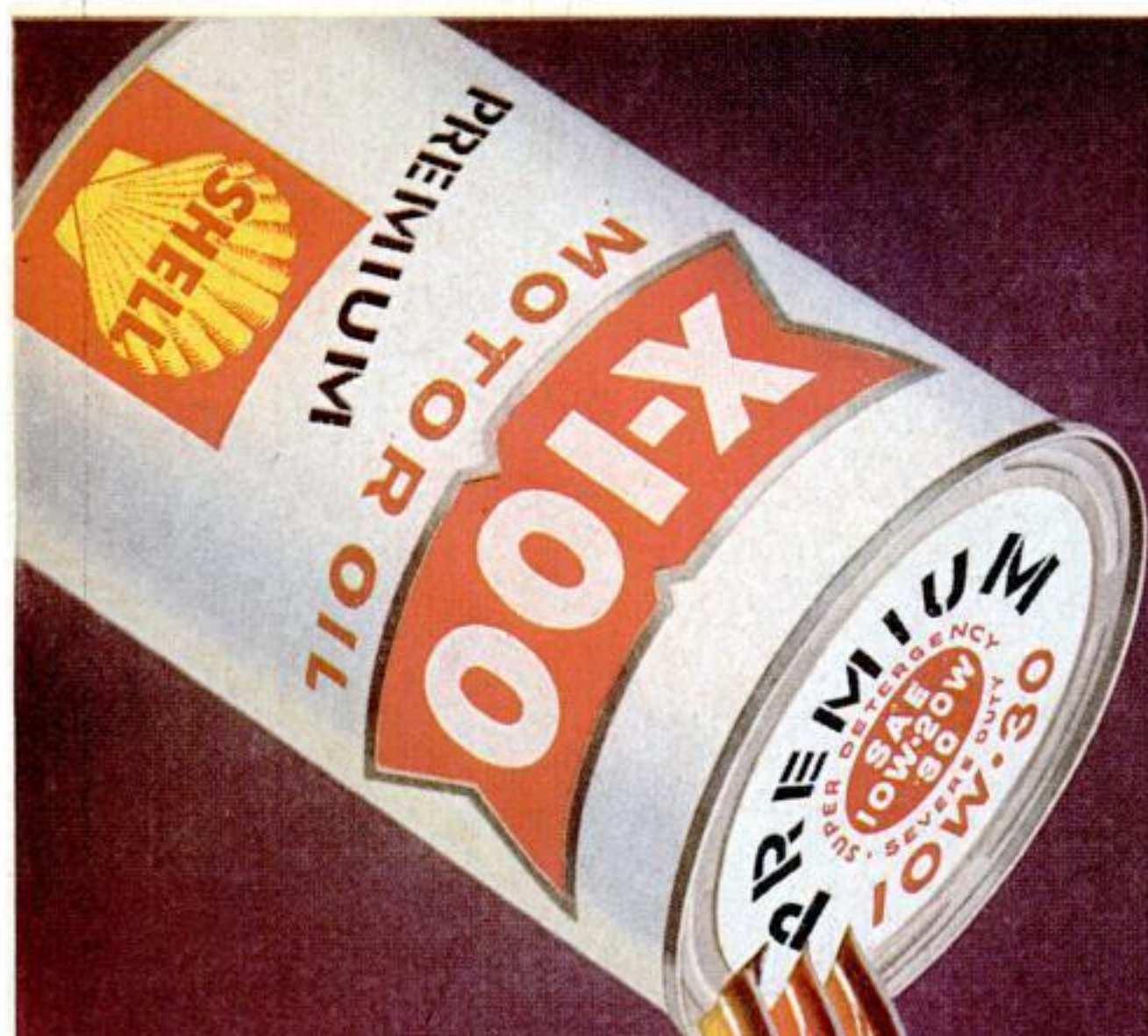


Cary Middlecoff

shares his Viceroy's with fellow golf champion, Sam Snead. Says Cary: "Here's the smoothest smoking ever!" Says Sam: "It's my brand, too. I like 'em rich and full flavored and smooth. That's Viceroy!"



©1957, Brown & Williamson Tobacco Corp.



*It's
Actually
3 Grades
of
Motor Oil
in One*

- SAE 10W** For cold starts, it's a light grade oil that gives full power fast
- SAE 20W** For short-trip driving, it's like a medium grade oil
- SAE 30** For highway driving, it's like a heavy grade oil . . . protects a hot engine

Today!
A Motor Oil with a
built-in thermostat!
Adjusts automatically
to all engine
temperatures

*Flows freely when cold, yet resists thinning out when your engine's hot
Prevents sludge which makes engines noisy and sluggish
Neutralizes acid action—the major cause of engine wear*

NO MATTER where you live or what the season, your engine needs 3 different grades of motor oil *every day*. That's because normal engine temperatures vary by more than 100 degrees, and you need a different grade of oil for each temperature range. But now in Shell X-100 Premium, you get the benefits of all 3 grades.

Let's see how this works on an average day.

7 A.M.: Starting time. Engine's *cold*—summer or winter. That's when X-100® Premium

acts as a light oil. Unlike conventional oils, it flows freely to save horsepower that would otherwise be wasted pushing cold, thick oil; and it prevents sludge which cuts down oil flow—makes engines noisy and sluggish.

11 A.M.: You've made only short trips—your engine's only half-warm. Here you need a free-flowing motor oil like X-100 Premium to cut friction drag.

2 P.M.: A long trip. At highway speeds your engine really starts to heat up. And X-100

Premium adjusts again to give you the protection of a heavy grade oil. It resists thinning out.

Moreover, Shell X-100 Premium is an alkaline motor oil. It neutralizes acid action . . . prolongs the life of your engine. And it has special properties which keep valve lifters from sticking.

See your Shell Dealer for new X-100 Motor Oil Premium—the finest you can buy.

Change to the oil in the new white container





TOMMY AND BRAIN TRUST from record company, booking and manager's offices discuss act at rehearsal for Sands's appearance on Ed Sullivan show.



TOMMY AND HIS MOTHER, one-time dance band singer Grace Sands, exchange airy kisses in Roxy dressing room. She lives with him in Hollywood.



TOMMY AND FAN, Joann Breheny, 14, meet outside second-story dressing room window. Girl climbed wall to get his picture, fell and sprained ankle.

EASY CASTS QUICK AS A FLASH

WITH PUSH-BUTTON

MAGIC!





Shakespeare
PUSH-BUTTON
WONDERCAST

No. 1775

☐ New! Just a push of the button... a swish of the rod... presto—you're push-button fishing. All the advantages of bait-casting and spinning are combined in this modern way to cast—like magic—with any casting rod. "Backlash" is impossible! Rugged, precision construction... smooth, adjustable "safety" drag, and other quality features that mean more fishing fun for everyone, expert or beginner. No. 1775 (with line).....\$19.95



No. 1560XL WONDEROD

☐ Two-piece jointed Wonderod in exclusive Shakespeare straight-fiber tubular glass construction. Perfect for push-button fishing! "Feel the Difference" in action, power and accuracy! No. 1560XL (extra light action) ... 6' length ... \$14.95

fishin' fathers

WILL TREASURE

Shakespeare

FINE FISHING TACKLE

FATHER'S DAY

JUNE 16th

HE'LL REMEMBER YOU EVERY FISHING DAY

...when you give Shakespeare Fine Fishing Tackle, the name known and cherished by fishermen the world over. Touch his "fishing" heart and make his fondest wish come true with a promise of many happy years of fishing fun. Your Shakespeare dealer will be glad to help you choose the right tackle for him. If in doubt, give a Shakespeare Gift Certificate. But be sure the famous Shakespeare name is on the tackle gift he gets.

CONFIDENTIAL FOR DADS ONLY!

Leave a great big hint! ... Check your choice—and leave this ad where it will be seen. Or—if you prefer—check below, to show that you want a Shakespeare Gift Certificate.

☐ **FOR SPIN FISHERMEN**

No. 1266 White Wonderod in STRAIGHT-FIBER GLASS. "Feel the Difference" in action, power, accuracy! 6'6" or 7' \$22.95. Famed Spin-Wonderod for long, easy casts. Simple, fool-proof; adjustable drag. No. 1755L (with line) \$18.95.

☐ **FOR BAIT CASTERS**

No. 1585 White Wonderod in new tubular STRAIGHT-FIBER GLASS. Green nylon winds; spin-type guides, carboloy top. \$18.95. No. 1924 "Direct Drive Reel" built like a fine watch with lighter, quieter, tougher nylon gears—power to land the big ones ... \$12.50.

☐ **FOR FLY FISHERMEN**

No. 1252T White Fly Wonderod with "Feel the Difference" action built-in to please the most discriminating fly caster. 7'9" and 8'6" ... \$22.95. No. 1837 Tru-arT automatic fly reel ... like a "third hand" for easy handling of fly line ... \$12.00.

SHAKESPEARE COMPANY, Kalamazoo, Michigan



Get set for summer

say

"CARA NOME"

For Beautiful Hair,
Beautiful Skin,
Beautiful Buys



CARA NOME LIQUID CREAM SHAMPOO is less than 1/2 price! Extra creamy and rich in lanolin, it conditions as it cleans and leaves hair baby-soft. Huge bottle, reg. \$2.00, now only... **98¢**

CARA NOME CONSTELLATION COLOGNES. Star-studded bottles to grace your dresser... superb fragrances to send your spirits soaring! Ara, Lyra, Orion or Indus. Each \$2 value... **\$1.00**

CARA NOME COMPRESSED POWDER in pretty pink compact. Six radiant shades, each **\$1.25**

CARA NOME DEODORANT STICK. No muss or waste! A push-up container that's a breeze to use—encased in a neat new bottle. This is a true anti-perspirant—gives all-day protection. Now half-price—reg. \$1.00, now **50¢**



SUNTAN LOTION BY CARA NOME—in a beautiful bottle as bronze as you'll be when you use this greaseless lotion! Screens the sun's rays to guard against burning, yet lets the "tan" rays through. Squeeze-bottle won't spill. Only... **98¢**

CARA NOME DUSTING POWDER is made with the finest imported talc—so pure and mild it's safe for even baby's tender skin. With huge puff... **\$1.50**

CARA NOME PERMA-SHEEN NAIL POLISH has a will of its own—stubbornly resists chipping and peeling, stays on until you take it off! Ten dazzling summer shades, each... **60¢**

CARA NOME "FAST" PERMANENT has professional waving lotion—the same costly chemicals used in beauty salons. Exclusive Neutrallock Neutralizer locks in the wave at the exact softness you want, stops the waving action instantly to prevent frizz, and keeps the curl from weakening when you comb it out (you could shampoo at once, if you wished). Gentle, Reg. or Super, **\$1.50**

CARA NOME COLOR SHAMPOO. Have radiant new hair color with your next shampoo! Lasts for months and shines like natural color—no dull, "died" look. 15 shades, each... **\$1.25**

Rexall announces a new medical discovery that goes thru the skin to kill pain where it hurts

GET
THRU
TO THE PAIN
as you've never before
been able to do!



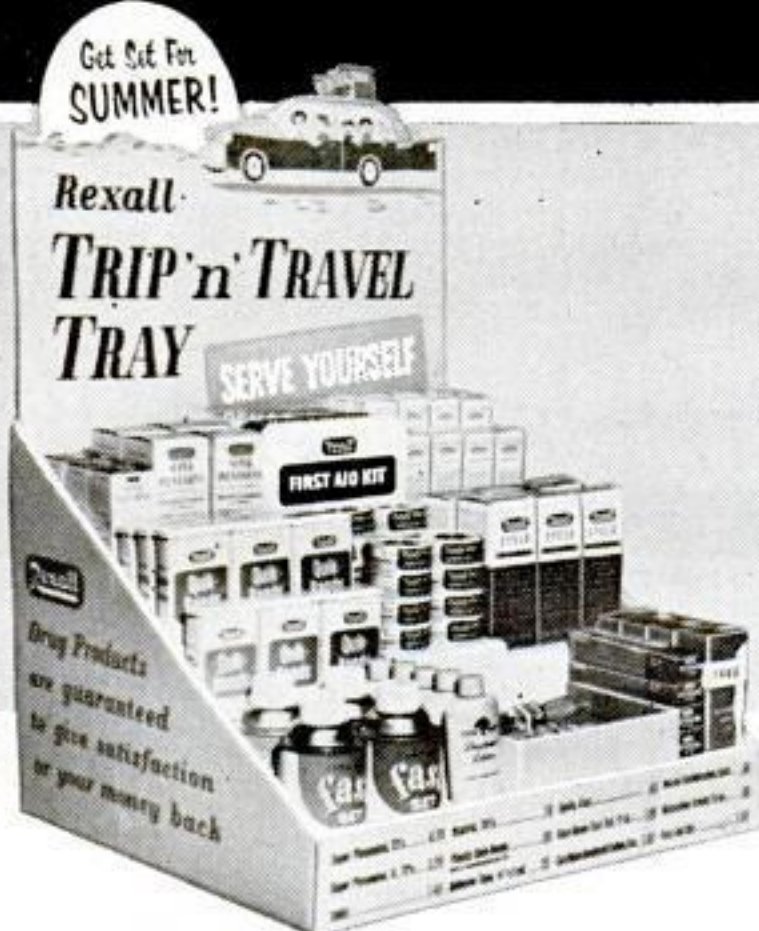
2 oz.
\$1.49

Now—Relieve Muscular Aches, Simple Neuritis Pain, Stiffness and Soreness—and Get Temporary Relief from Minor Arthritic Pains!

Rexall's revolutionary liquid pain-killer actually goes *thru* the skin and gets deep inside aching tissues—to kill pain right where it hurts! Simply smooth a few drops of Thru on the aching area, as directed. Within 30 seconds, a special lipophilic agent starts taking Thru's pain-deadening, analgesic and anesthetic ingredients thru the skin. For quick, direct relief—get *Thru* to the pain!

- Begins to Penetrate Within 30 Seconds
- Gets Deep Inside Aching Tissues
- Will Not Burn, Redden or Irritate Skin

READY FOR ANY VACATION NEED?



Be travel-wise—take the travel-size! See this display at Rexall Drug Stores.



REXALL SUPER PLENAMINS are America's largest-selling multi-vitamin product! 11 vitamins, 12 minerals in 1 daily tablet. 144, \$7.95; 72, \$4.79; or 36 tablets... **\$2.59**



REXALL PLASTIC QUIK-BANDS. These flexible adhesive bandages cause less irritation and stick better. Waterproof. Choose plain or mercuriochrome, box of 33... **39¢**



REXALL EYELO EYEWASH soothes eyes when irritated or strained from fatigue, smog, television, etc. 4-ounce bottle with free eyecup... **43¢**



CARA NOME FAST SET holds curls for days and leaves hair soft, not stiff! Contains no lacquer. Conditions with lanolin. Big 11-oz. aerosol can... **\$1.89**

REXALL THRU (illustrated above). Don't let muscular aches and pains spoil summer fun. Get THRU to the pain! 2-oz. bottle... **\$1.49**
REXALL ASPIRIN. Headaches and colds strike on vacations, too. Keep Rexall aspirin on hand—there's no finer at any price! 24 tablets, **19¢**

REXALL SUPER PLENAMINS, JUNIOR. Famous multi-vitamin formula with B₁₂ for children 6 to 11. 144, \$5.49; 72, \$3.29; 36 tablets... **\$1.79**
REXALL PRO-CAP ADHESIVE TAPE stays on better...and it's kind to your skin. Waterproof; white. 1/2" x 5 yard roll, just... **25¢**

REXALL FIRST AID KIT. Vital as a spare tire for your car! Compact metal box has First Aid manual and 7 basic First Aid needs... **\$1.50**
REXALL HISTACALMA CREAM combines calamine, antihistamine, benzocaine to soothe sunburn and minor skin irritations. 1 1/2 oz... **96¢**

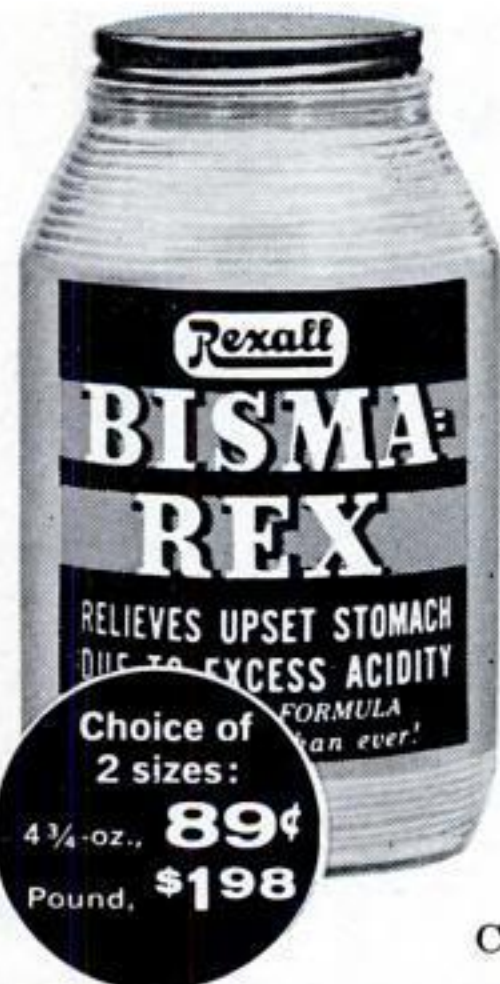
REXALL DE LUXE TOOTHBRUSHES. Keep a spare packed, ready to go! Choose from 6 medically approved styles. Each... **59¢**
CARA NOME DEODORANT LOTION. Delicate, effective anti-perspirant in Polyethylene squeeze-bottle. Ideal for packing! 2 oz... **\$1.00**

REXALL DRUG PRODUCTS ARE GUARANTEED TO GIVE SATISFACTION OR YOUR MONEY BACK

at REXALL

Are You Taking The Right Remedy
For Acid-Upset Stomach?

REXALL BISMA-REX POWDER GIVES MORE COMPLETE RELIEF — LONGER



Proved 3 times more effective in laboratory tests of leading stomach remedies — Bisma-Rex neutralizes 3 times more stomach acid and acts hours longer than the next-best brand tested!

Faster relief. Bisma-Rex acts instantly, even as you swallow it. Excess stomach acid is often neutralized in less than 60 seconds.

Prolonged, 4-way relief. Four of the most effective acid-fighting ingredients known to science act in a continuing "relay." Each antacid dissolves at a different rate—to relieve heartburn, gas, belching, nausea and gastric distress—and leave a soothing covering on irritated stomach membranes.

Only a true antacid formula can relieve excess stomach acidity. Get Rexall Bisma-Rex for faster, longer, more complete relief than ever before!

Choose the form of Bisma-Rex you like best

REXALL BISMA-REX MATES

Another favorite form
of Rexall Bisma-Rex!

Chew these pleasant-tasting, mint-flavored tablets and swallow them with water. Simple as that! Mates are the quick, easy way to get famous Bisma-Rex relief from acid upset stomach. And count on these special-formula tablets to act in relay action to give you prolonged relief. Mates are safe for children, too. Keep a bottle handy for the entire family. 75 tablets, only 89¢



REXALL BISMA-REX GEL in the liquid form soothes irritated stomach membranes. A full half-pint bottle, \$1.19



YOUR TASTE
CAN'T TELL IT
FROM SUGAR

REXALL LIQUID TABLE SWEET

No calories, no after-taste, no stirring to dissolve it. Rexall Liquid Table Sweet blends instantly in beverages, keeps its sweetening power in cooking. And it sweetens fruits and cereals evenly. Attractive glass table decanter. Pint, \$2.98. 4-oz. . . 89¢

NEW

REXALL SLEEP TABLETS are not habit forming, not narcotic, just a gentle nudge to help you drift away to sleep. Safe ingredients combine to invite relaxation and bring on a comfortable drowsiness. 18 tablets. . . 98¢



REXALL FUNGI-REX for Athlete's Foot. Quickly relieves itching and smarting, loosens infected skin so the fungus-killing ingredients can get at the root of the trouble. Helps prevent the continual re-infection that makes Athlete's Foot so stubborn. Choose the 2-oz. bottle of lotion or 1 1/2-oz. tube of salve. Each, only 79¢

REXALL MONACET APC TABLETS for headache. Two pain-killing ingredients plus caffeine provide more prolonged relief than aspirin alone. Handy travel-tin of 12, just 19¢

REXALL ANTIHISTAMINE TABLETS quickly relieve hay fever and sneezing. 100 tablets, \$1.79

REXALL KLENZO ANTISEPTIC, ruby-red mouthwash and breath sweetener, kills contacted germs. Big family-size 24-oz. bottle, only \$1.09

REXALL EPOTHRICIN, first-aid cream for cuts and scratches, has an antibiotic ingredient to combat many bacteria. 1-ounce tube. . . 79¢

REXALL EUDICAINE CREAM relieves sunburn pain, heat rash and itching skin irritations. Antiseptic and analgesic. Choose the 1 1/4-oz. Cream, or 1-oz. tube of Ointment, each. . . 79¢

REXALL MILK OF MAGNESIA TABLETS for acid stomach upsets. Laxative-antacid. 36, only 25¢

REXALL REX-EME SUNBURN CREAM. Cooling, soothing greaseless cream helps relieve the sting and itch of sunburn. 2-oz. jar. . . 33¢

ELKAYS ANT & ROACH KILLER is guaranteed to get these household pests. Safe to use in kitchen, as directed. Big 10-oz. aerosol. \$1.19



LORD BALTIMORE WRITING PORTFOLIO. A special low price introduces this better-than-ever folder! The linen-finish tablet has 50 sheets; the pocket has 24 envelopes. Reg. 79¢, now, 69¢

SYMPHONY BOND AIRMAIL PORTFOLIO. Compact folder contains 36 flat white sheets with faint watermark pattern; and 18 colorfully lined envelopes. Reg. 69¢, now only. . . 49¢

ELITE LINEN POUND STATIONERY. 50 large flat sheets of popular white linen finish paper or 50 matching envelopes. Each, reg. 69¢, 49¢

REXALL HYGIENIC POWDER makes an ideal cleansing solution when dissolved as directed. Also excellent as a spray and for soothing minor skin irritations. Large size, full lb., \$1.89

REXALL NASOTHRICIN NASAL SPRAY has tyrothricin, a true antibiotic, to inhibit many bacteria. Spray tends to give greater relief by covering nasal passages more completely. Easy to use. 1/2-ounce squeeze-bottle, just. . . 89¢

HY-DA-WAY SYRINGE, in convenient carrying case that can be tucked in corner of suitcase or drawer. Ask for the Regal style, just. . . \$4.95



1. REXALL EYELO EYE DROPS are soothing as natural tears for tired, irritated eyes. In slender, handy squeeze-a-drop tube, just. . . 79¢

2. REXALL FIRST-AID KIT, large size for the home—at a special price. Eleven emergency needs in a strong metal box: famous Rexall Quik-Bands, Quik-Pads, sterile gauze bandages, Pro-Cap Adhesive Tape, Iodine, Rex-Salvine for burns, Spirit of Ammonia, antiseptic powder, scissors, and a first-aid manual with directions for emergencies. Reg. \$2.95, now. . . \$2.39

REXALL SPOT AND PATCH QUIK-BANDS. 30 improved "quick-grip" flesh-colored plastic dressings in shapes for every need. Only 39¢

REXALL COTTON SQUARES. Soft, white, quilted cotton pads. Big box of 80 squares, just. . . 43¢

REXALL "KING SIZE" QUIK-BANDS. New, wider 1" x 3" plastic bandages. Box of 25. . . 49¢

REXALL ABSORBENT COTTON. Sterile roll ready for all first aid needs. 1 oz., only. . . 20¢

REXALL PRO-CAP ADHESIVE TAPE causes less irritation and itching; and sticks better. Waterproof; white. Wide size, 1"x5 yd. roll, just 43¢

REXALL QUIK-PADS. 3" sterile gauze squares for dressing wounds, burns. Box of 12. . . 40¢



Your Rexall Druggist brings you modern, efficient prescription service, dedicated to the health and welfare of your community.

These suggested retail prices are effective through June 30, 1957 and are subject to Federal Excise Tax where applicable. Right reserved to limit quantities. Rexall Drug Co., Los Angeles 54, California.

FOR FATHER'S DAY GIVE HIM NEW STAG



Father's Day
is
June 16th!

New Stag—the choice of America's active men—sure to please Dad. On his special day give a lift to his spirits as well as his appearance.

1. STAG ELECTRIC PRE-SHAVE LOTION pre-sets whiskers for easier, smoother electric razor shaves. Long-lasting 3-ounce bottle, \$1.00

2. STAG AFTER SHAVE LOTION has a brisk tang that's fresh as all outdoors. It's cooling and refreshing—a man's idea of a perfect after-shave pickup. Large 5-ounce bottle, \$1.00

STAG BRUSHLESS SHAVE CREAM'S beard-softening oils make shaving kinder to his face. Give this large-size, long-lasting tube. . . 60¢

STAG LATHER SHAVE CREAM makes a fine, rich lather for smooth shaves. Large size, 65¢

STAG AEROSOL SHAVE CREAM. Instant lather sets up his whiskers for close, easy shaves. In the handy 6-ounce, push-button can. . . 79¢

STAG VITA HAIR TONIC conditions, gives hair lustre—a greaseless "natural" look. 5 oz., 69¢

STAG CREAM HAIR TONIC blends oils and lanolin. Relieves dryness. Large bottle. . . 69¢

STAG DE LUXE HAIR OIL, a favorite with well-groomed men to tame unruly hair. 5 oz., 69¢

3. STAG LATHER BRUSH. You save \$1.52. Pure badger bristles firmly set in rubber. With a white plastic handle. Reg. \$3.50, now \$1.98

4. STAG COLOGNE is the choice of active men. Its special outdoor tang adds a bracing final touch to good grooming. 3-oz. bottle. . . \$1.25

STAG AFTER SHAVE TALCUM, an invisible shade that's extra fine. Easier to use, too, in the handy new squeeze-bottle. 3 1/2 oz., .75¢

STAG DEODORANT STICK contains hexachlorophene for all-day protection. 2 oz., 98¢

STAG MIST DEODORANT, effective protection. One squeeze checks perspiration. 2 1/2 oz., 79¢

STAG AEROSOL SPRAY DEODORANT with hexachlorophene grooms the active man. 5 oz., 98¢

SAVOY TRAVEL ALARM CLOCK. You save \$1.46. Precision movement, luminous dial, 30-hour. Genuine leather case. Your choice of assorted colors. \$5.95 value, now only. . . \$4.49

DR. BERNARD PIPES of imported briar in smooth finish. Pure rubber stem. Dry smoking filters. Assorted shapes. \$1.98 value. . . \$1.49

FATHER'S DAY CARDS you'll be proud to give. A large selection at 50¢, 35¢, 25¢, 15¢, 10¢



Polio won't wait—
VACCINATE!

ASK YOUR DOCTOR

YOU CAN DEPEND ON ANY DRUG PRODUCT THAT BEARS THE NAME REXALL





with
FOSTA-GRANTLY
 continental jeweled
SUNGLASSES
 SMARTEST BEAUTY-AID UNDER THE SUN

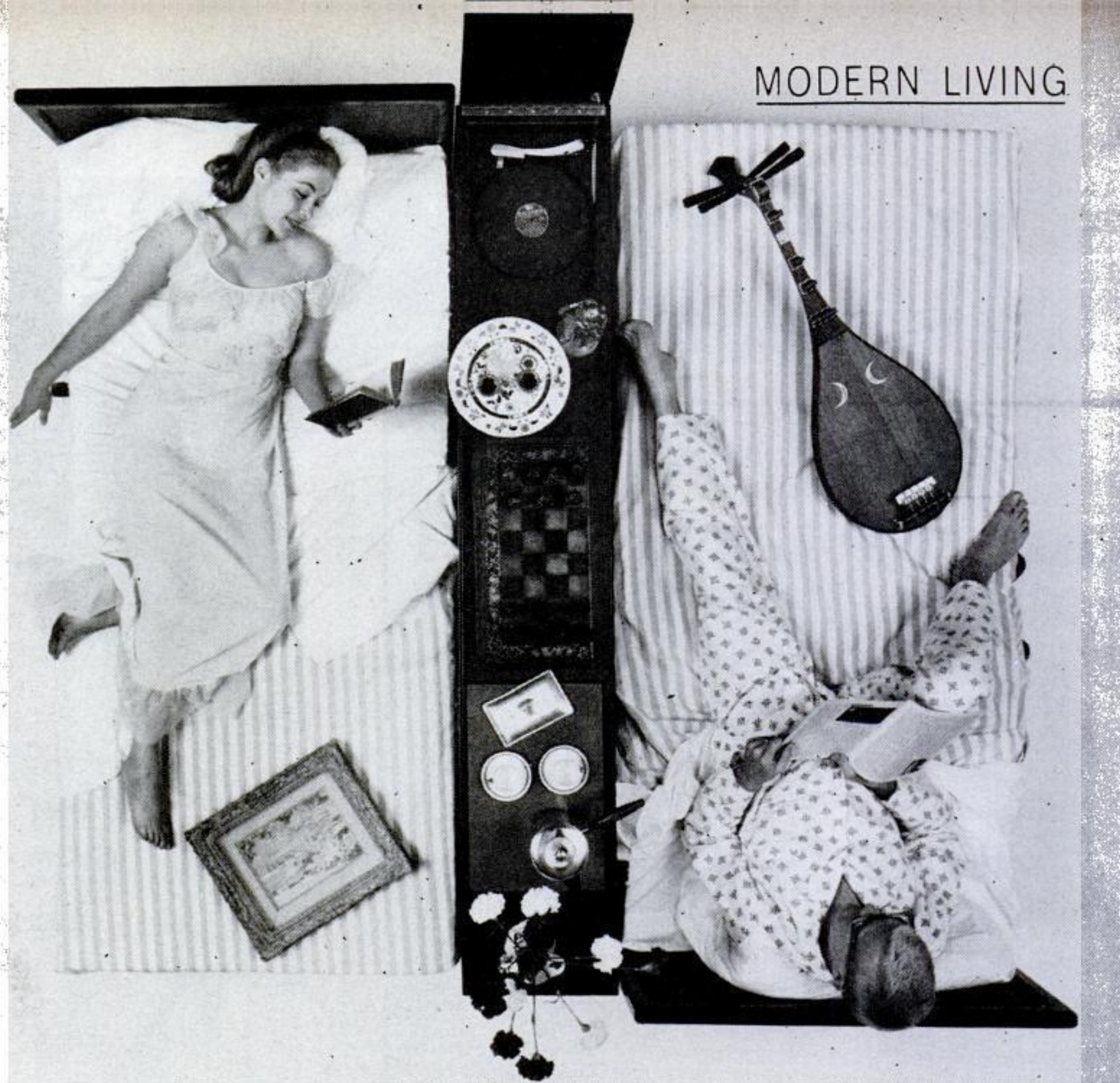


A brilliant array
 of styles and
 colors in all price
 ranges for ladies,
 men and children.
 All with guaranteed
 year-'round
 safe-lenses.

Wherever sunglasses
 are sold.

FOSTER GRANT CO., INC.
 LEOMINSTER, MASS.

FG WORLD'S LARGEST MANUFACTURER OF SUNGLASSES



BED HAS HEADBOARDS AT OPPOSITE ENDS GIVING HUSBAND AND WIFE A BETTER CHANCE TO CHAT OR PLAY CHESS

THE CULTURAL BED

Its users can enjoy music, writing and art as well as reading

Although the habit of absorbing culture in bed has usually been confined to reading books, a new type of double bed puts a number of the arts comfortably within reach of leisure-loving husbands and wives. The bed, designed by Ely Alexander, has a central divider which contains shelves for books and sheet

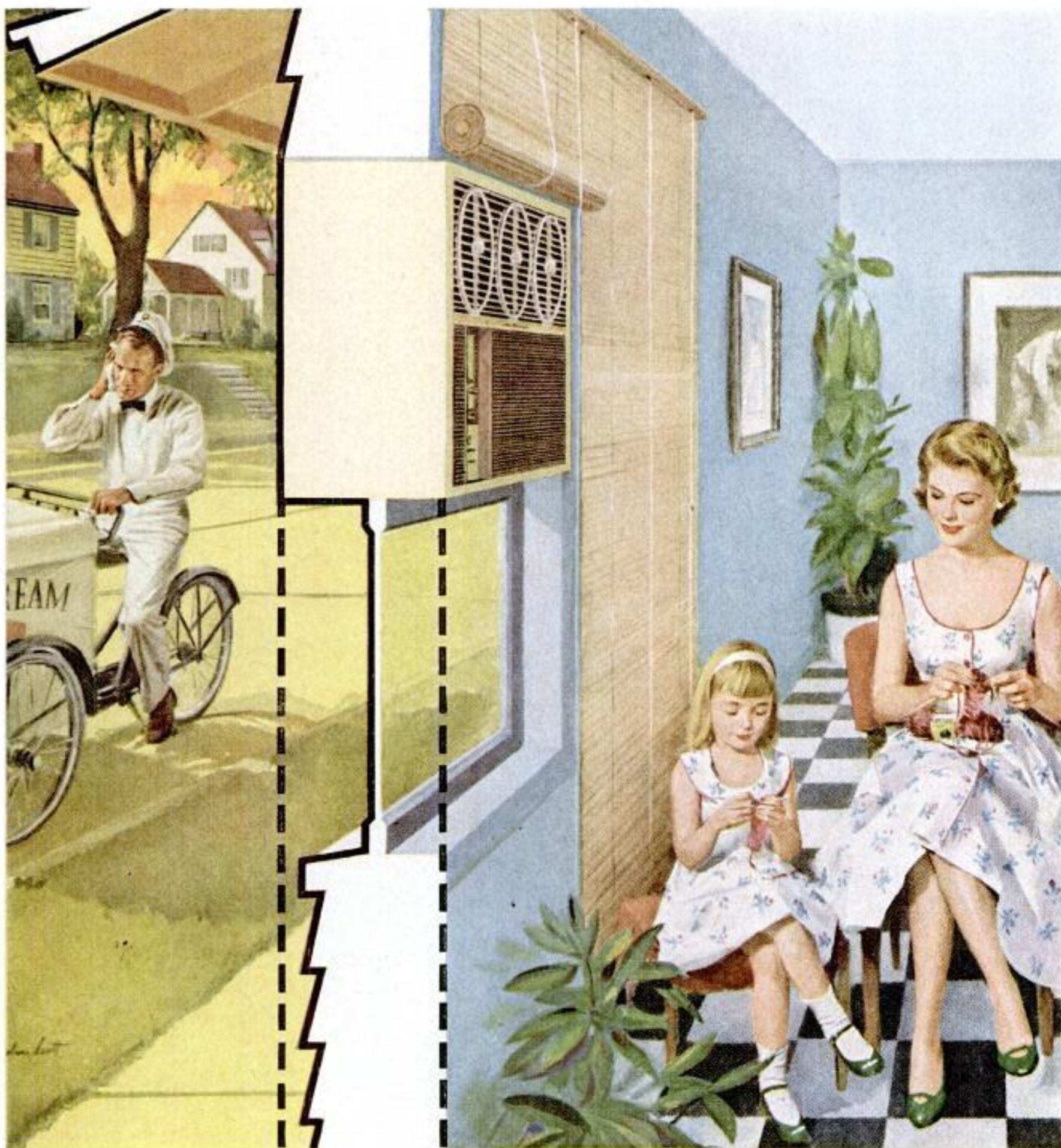
music, sculpture or paintings, a built-in record player and two cabinets for storing musical instruments or small games. On top it has a removable plastics-coated board which doubles as a writing table and a surface for hot dishes or drinks. The bed shown costs \$615 but a cheaper model can be bought for \$295.



PUBLIC DEMONSTRATION with live models stopped passers-by, mostly men. One leans over to admire painting

held by girl. Hot coffee pot (center) does no damage to surface because it sits on table's heatproof serving board.

General Electric Thinline Air Conditioner has no unsightly overhang—inside or out



No matter what kind of windows, wiring, color scheme or budget you have, you can have the cool comfort of a modern General Electric Thinline.

Here's why the ideal air conditioner for your home is the General Electric *Thinline*:

It fits anywhere. So compact (only 16½ inches thin) that it fits almost any kind of window. Flush with inside wall, no unsightly overhang outside, takes up ⅓ less space than previous, old-style models.

It fits any wiring. Some *Thinline*s work on so little current that there's one to fit the electrical service you already have.

It fits any color scheme. Six cheerful spray-on colors blend your Custom *Thinline* models with any décor.

It fits any budget. Both the Custom *Thinline* (shown at bottom) and the even lower-priced De luxe model (left) are temptingly priced. So now there's really no reason to do without cool comfort. They come in ½, ¾, 1 and 1½-horsepower models, range from 5500 BTU's* to 13,350 BTU's.* Accessories include a *permanent* electronic filter (at extra cost).

See your General Electric dealer now. General Electric Company, Room Air Conditioner Dept., Louisville 1, Ky.

New 115-volt, 1-HP *Thinline* packs a 9,000 BTU* cooling capacity. Another *Thinline* works on 7.5 amperes, has a rating of 6600 BTU's.* Both are De luxe models, at hard-to-resist prices.

*Cooling capacities are tested and rated in compliance with ARI (Air Conditioning and Refrigeration Institute) Standard 110-56 and are stated in BTU's (British Thermal Units).



Only 16½ inches thin—takes up ⅓ less space, fits almost anywhere



FITS IN UPPER HALF ... OR LOWER HALF ... CAN GO ALL INSIDE OR ALL OUTSIDE ... IN CASEMENTS ... OR RIGHT THROUGH THE WALL

There are two General Electric *Thinline* styles—Custom and De luxe. Custom models, shown in four typical installations above, give you a choice of colors.

Progress Is Our Most Important Product

GENERAL  ELECTRIC



“Any bran cereal keeps you feeling swell
... as long as it’s
Post Bran Flakes”



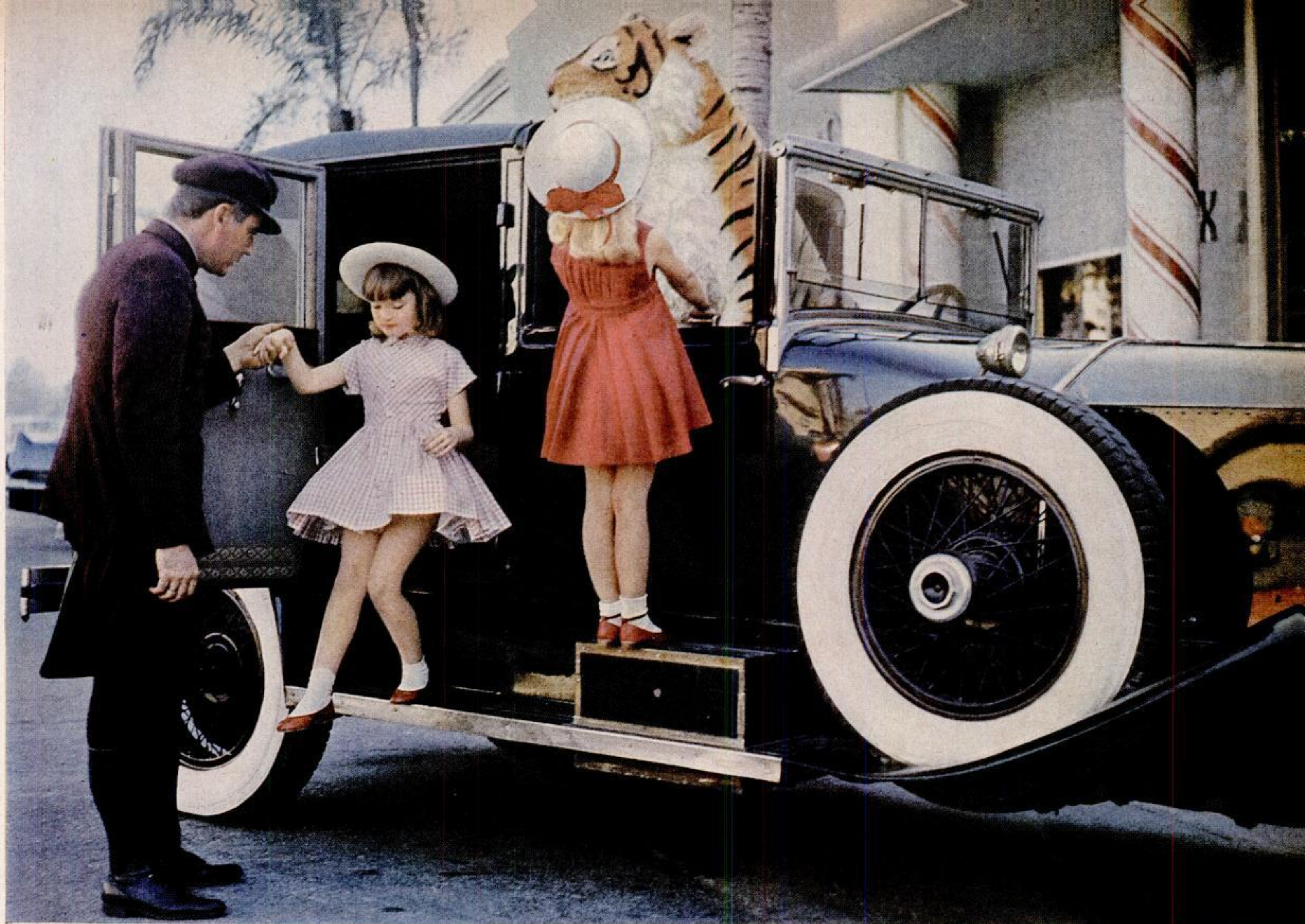
LIFE IS SWELL WHEN YOU KEEP WELL... with the “keep regular” benefits of Post 40% Bran Flakes. And this special cereal tastes simply delicious—in fact, many eat it just for the flavor. So it’s not surprising that it’s the biggest-selling Bran Flakes in the world.



“ALL POST CEREALS HAPPEN TO BE JUST A LITTLE BIT BETTER”



The Breakfast Foods of General Foods



TOWN OUTFITS which resemble adult McCardell styles are low-waisted shirt-dress made of cotton in graph paper checks (\$9) and a pleated coat dress in Dacron

and cotton which has lowcut armholes (\$15). The shoes are also designed by Claire McCardell (\$7). Stuffed tiger in front seat of 1926 Rolls Royce costs \$350.

McCardell Style in Miniature

Claire McCardell, whose designs come close to being a cult among grown-up U.S. females, turned her talent to outfitting infants a couple of years ago (LIFE, Oct. 31, 1955). Now, moving back up the age scale, she is creating dresses and playclothes for the 3 to 6 size groups. These knee-high versions of her easygoing styles are made with the string ties, cutout armholes, high waists, halter tops and unusual color combinations that are a kind of McCardell trademark. Like full-size McCardells, they are fresh and uncluttered and have a long-legged look even on diminutive wearers.

PARTY DRESSES are in sheer checked cotton with shoestring ties (\$9) and a high-waisted woven print made with designer's bare "shoulder blade" back (\$11).



PLAYCLOTHES include low-backed striped halter dress (\$11) and backless madras romper with elastic belt (\$9) which is exact replica of regular McCardell.





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Whatever the occasion...
it's better with **CORBY'S**



One of the most popular whiskey brands in America

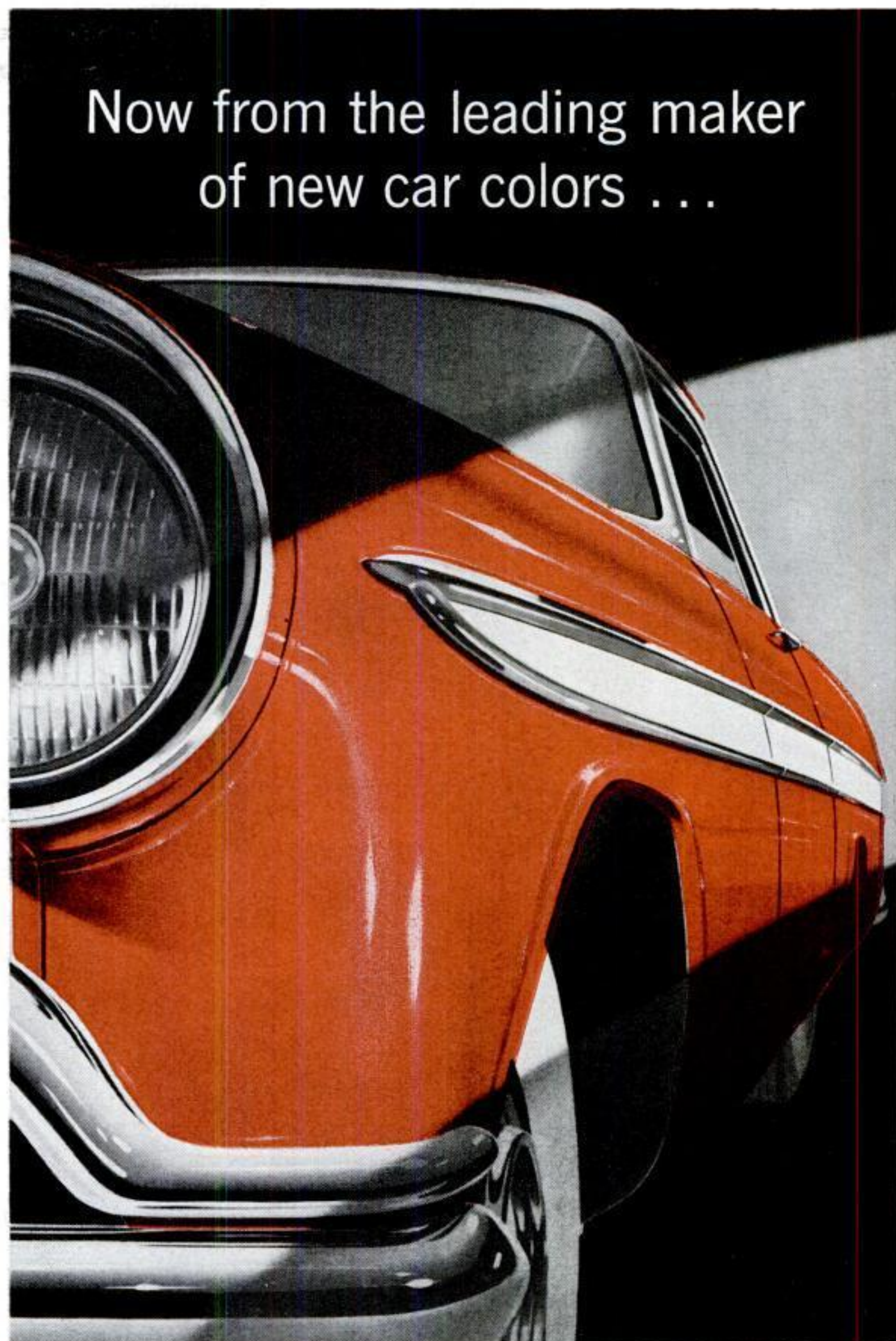
JAS. BARCLAY & CO. LIMITED, PEORIA, ILL.—BLENDED WHISKEY—86 PROOF—68.4% GRAIN NEUTRAL SPIRITS



HALF AND HALF OUTFIT (\$10) mixes two patterns, plaid in the dress and checks on the apron—a typical McCardell touch. The fabric is seersucker.



HIGH-WAISTED COAT (\$9) buttons down the front, can also be worn as a dress. This empire cut comes straight from McCardell grown-up evening design.



Now from the leading maker
of new car colors . . .

**COLOR
ENRICHING**

Du Pont No. "7" Polish
gives new color brilliance
to your car! Faster, easier!

It cleans bright as new . . . makes colors rich as new—it's from Du Pont, *maker* of new car colors! Just spread on color-enriching Du Pont No. "7" Polish, wipe it off—and see colors sparkle with all the brilliance they were *made* to have. Try this exclusive Du Pont formula—and you'll know that only the leading maker of new car colors could develop a polish that brings *your* car colors to life so quickly and easily!

Get color-enriching Du Pont No. "7" Polish wherever auto supplies are sold—regular or new economy size.



NEW ECONOMY SIZE
saves you **50¢**
pint—\$1²⁵ quart—\$2⁰⁰



BETTER THINGS FOR BETTER LIVING
... THROUGH CHEMISTRY



Captain Glenn McDonald got his start with a *flying circus* while still in his 'teens. By 1920 he was flying his own Curtiss Jenny... a far cry from the giant *Golden Falcons* he flies for Eastern Air Lines today. Captain McDonald has flown 4,000,000 miles with Sinclair Oil, not to mention the miles he has driven with Sinclair Oil in his car. Eastern Air Lines pilots fly a distance equal to 4000 times around the world every year using Sinclair Aircraft Oils *exclusively*.

CAPT. GLENN McDONALD HAS FLOWN FOUR MILLION MILES WITH SINCLAIR OIL

Do as the Airlines do—choose Sinclair...the best oil for your car

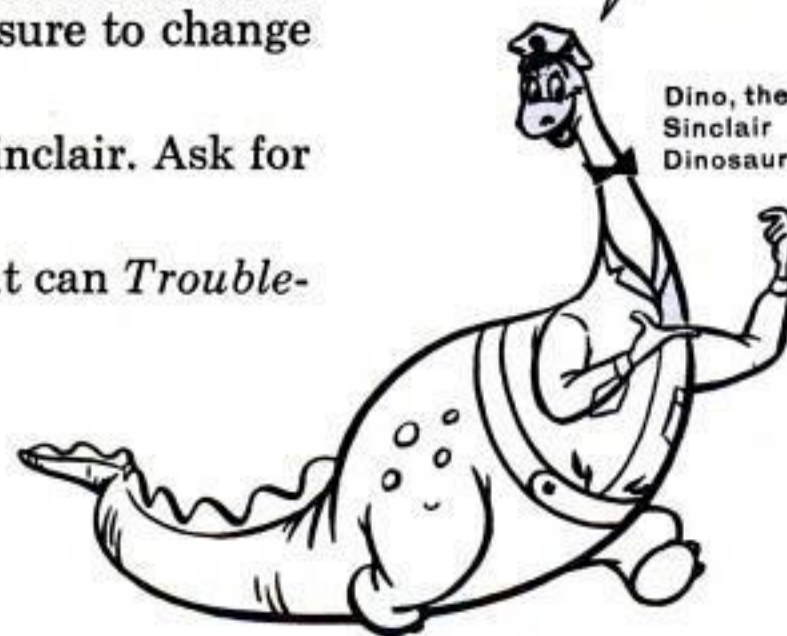
Did you know that nearly half the aircraft oil used by major scheduled airlines in the U.S. comes from *one* company...Sinclair!

Today, the same Sinclair Research that developed top-quality aircraft oil now brings you a revolutionary new motor oil for your car...an oil that lubricates so well, it can *trouble-proof your engine for 100,000 miles!* Just be sure to change the oil regularly at safe intervals.

To take the best care of your car, do as the airlines do — choose Sinclair. Ask for Sinclair Extra Duty Triple X Multi-Grade.

25,000 Sinclair Dealers in 36 states offer you the new motor oil that can *Trouble-Proof Your Engine for 100,000 Miles.*

DRIVE WITH CARE
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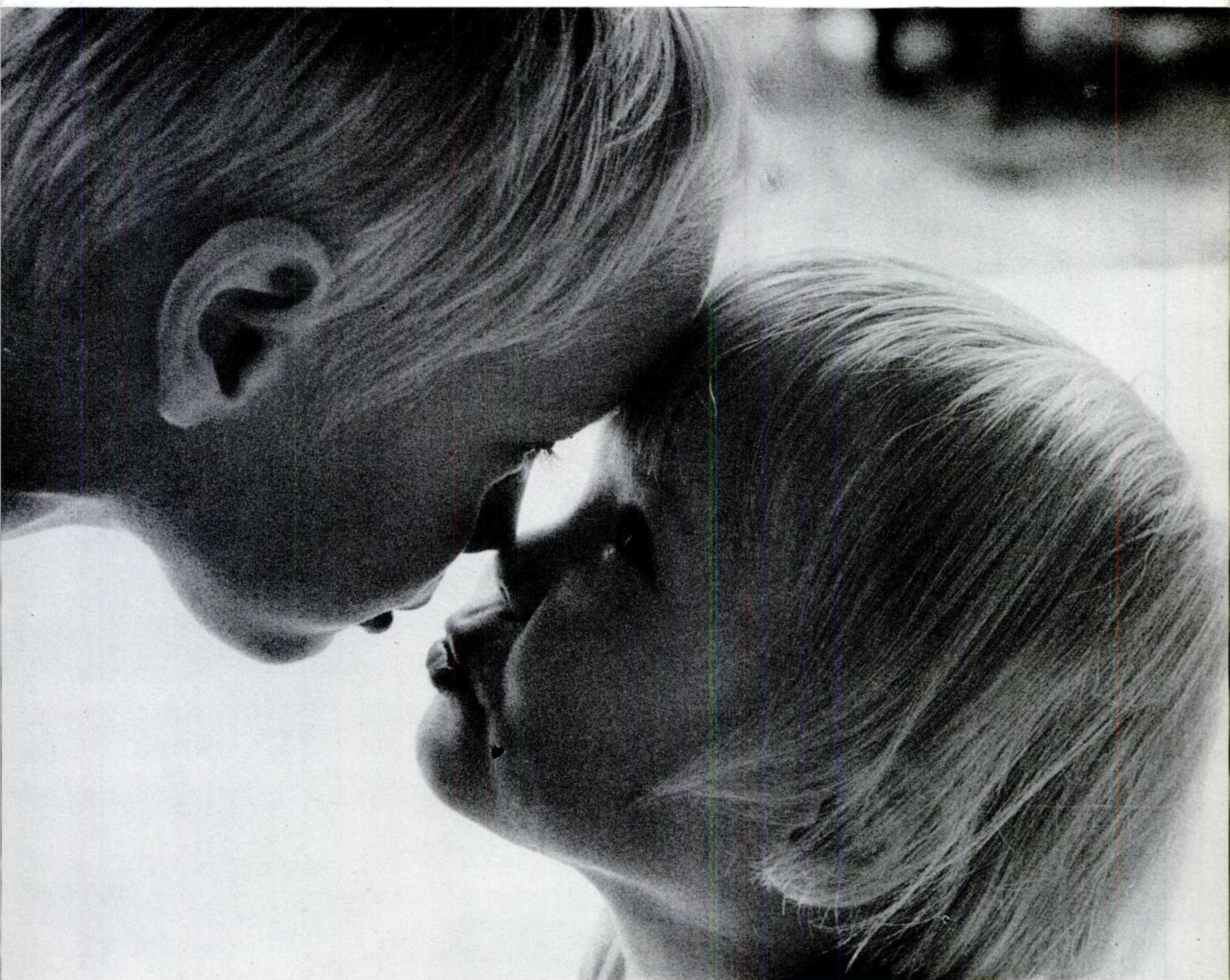


The Pleasures and Pains of Having a Kid Sister

In Miami there lives a lovely little girl named Lorraine Seghers, who is 3. She has a brother named Carroll, who is 5. She is, therefore, a kid sister, and her life is filled with all the pleasures and pains, the abuse and affection that will be familiar to anyone who has ever been a little sister, or had one. The children's father, Carroll Seghers II, is a fine photographer and for several recent months he recorded the moments of gentle affection and sudden storm in his young daughter's relationship with her older brother.

Even before she knew him Carroll had made his mark on his sister. He insisted that she be called "Gunny" and she has been Gunny ever since. At times she is his victim, lashed to the stake when he is the avenging Indian. At other times she is his most admiring audience. Frequently she is a trial and burden to him and occasionally he is her tormentor. But at least as often he is her protector. Most of all, he is the one with whom she can most closely share the great discoveries and small crises of the business of growing up.

Photographed for LIFE by CARROLL SEGHERS II



RUBBING NOSES with his kid sister, Carroll gently teases Gunny for insisting that she, not he, was going to be the first to ride a friend's new donkey.

When the time came, both children were scared, but Carroll, with a show of manliness, climbed on first. Then Gunny, not to be outdone, took a ride too.

He protects and ministers—and sometimes



SHARING his raincoat with Gunny, Carroll wraps it around her as they stand on patio to enjoy a sudden shower. Gunny got soaked anyway, and loved it.



she can repay a favor



FEEDING Gunny the last of her lunch while a maid feeds 1½-year-old Danny, Carroll cries, "Hurry, Gunny, hurry." They had been promised that if they got to bed for naps promptly at 1:00 they could go to a drive-in movie that night.



ADJUSTING an embarrassing situation, Carroll gives a brotherly assist. Gunny, at the moment, was the gunbearer for a safari through nearby woods. One gun dragged down her slacks, immobilizing her until Carroll came to help.



RESCUING Gunny from a playful puppy, Carroll lifts her in his arms, carries her away. She clutches a water pistol that failed to scare the dog away.

REPAYING Carroll for all the help he gives her, Gunny tugs at a towel so he can wipe the soap from his eyes. She fell but, finally, proudly got it for him.

KID SISTER CONTINUED

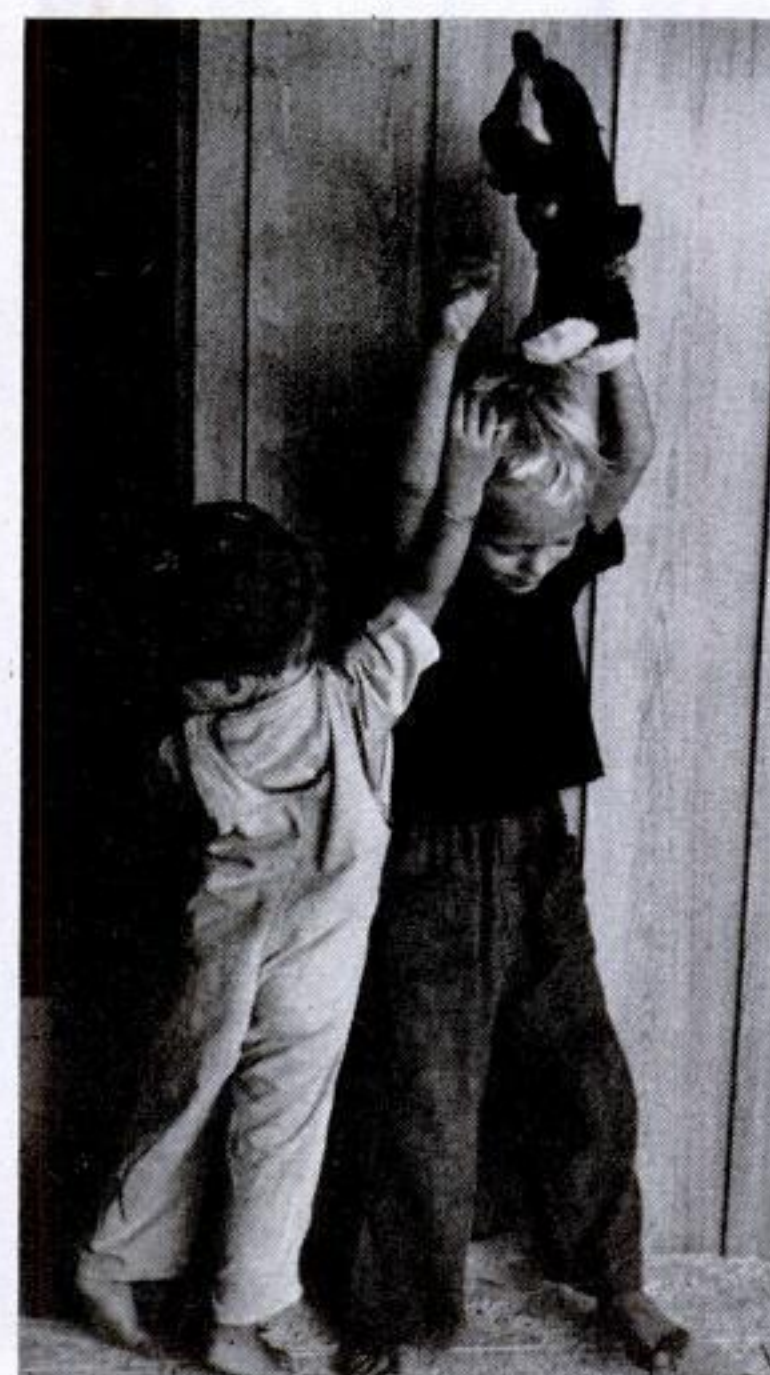


PERIL AND PRIDE alternate in Gunny's associations with Carroll. A lipstick heart scrawled on her chest, she is sentenced to be burned at stake by Carroll and other Indians (*above*) and cries real tears. At a more peaceable moment, amid a tangle of playmates on a Jungle Jim (*below*), she expresses admiration as Carroll shows his muscles—strong, he says, misquoting the poem, "as rubber bands."



THE DIFFICULTIES OF BEING THE SMALLEST CONFRONT GUNNY. HER TRICYCLE

Being the smallest

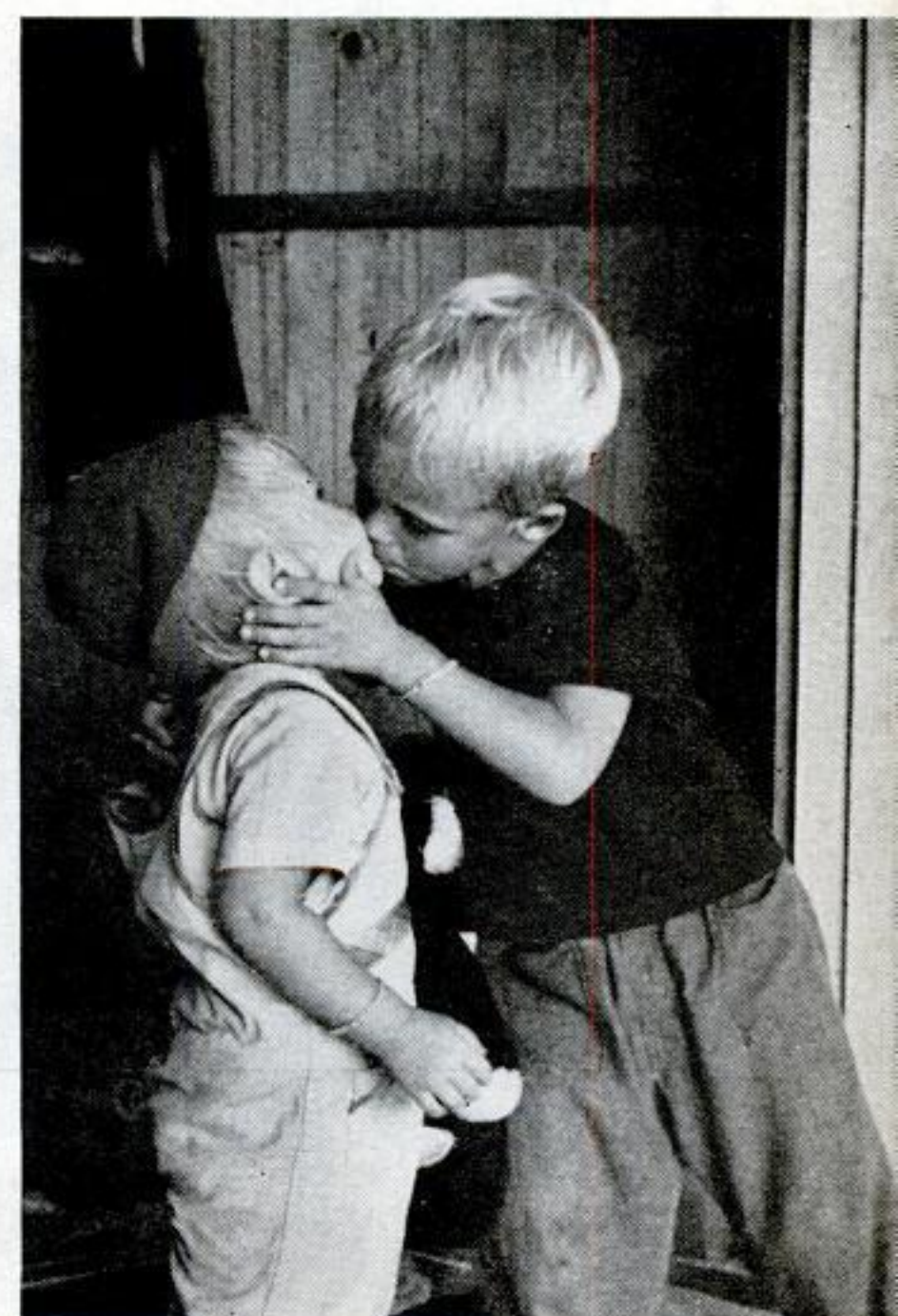
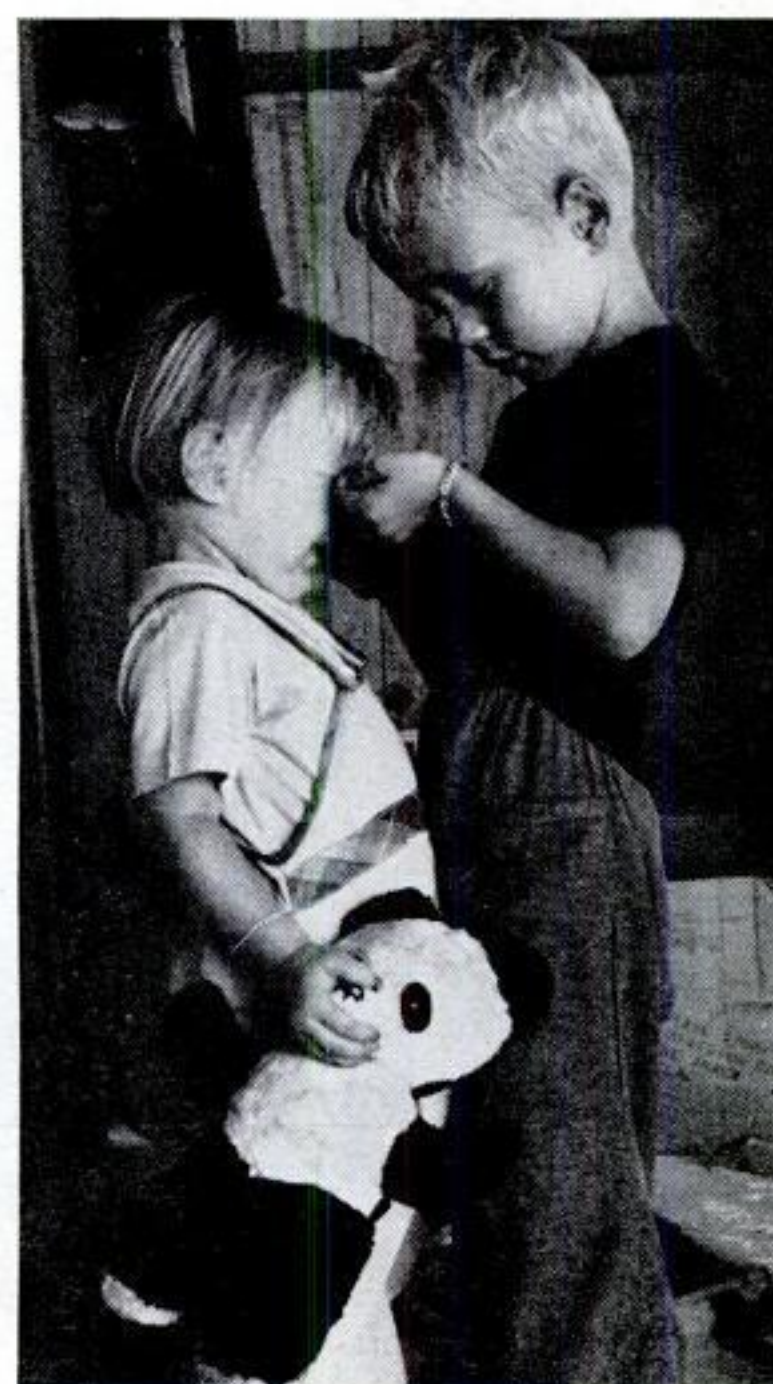


STORMY INTERLUDE ON A RAINY DAY BEGINS AS CARROLL SNATCHES GUNNY'S



OVERTURNED (RIGHT), SHE TRAILS LAST IN LINE BEHIND CARROLL (THIRD FROM LEFT) AND THE GANG, TRYING TO CATCH UP DURING COWBOY CHASE IN A PARK

has its perils—and tears are best defense



TEDDY BEAR. WHEN SHE SCRATCHES HIM HE HITS BACK AND SHE CRIES. REMORSEFUL, HE RETURNS BEAR, WIPES HER TEARS ON HIS SHIRT AND GIVES HER A KISS



GREAT DAY for Gunny, her third birthday, means her first real party, with a cake and candles and 10 guests. Behind her, letting her enjoy her hour of

glory, Carroll stands with a pleased and benevolent look. When the cake was cut, Gunny insisted, to the guests' dismay, that Carroll have the first piece.



Be Chewsy

CHOOSE THE ONE THAT "BELONGS"

BEECH-NUT...the quality gum



the 5¢ luxury

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15.5 cu. ft. Model DI 15 B shown above has 10.7 cu. ft. refrigerator on top—166 lb. capacity food freezer below.

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- CHEESE-BACON KEEPERS
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- EXTRA-DEEP DOOR SHELVES

TAKE A PEEK AT THE AIR PURIFYING SYSTEM

See how the remarkable Air Purifying System combats flavor-trading and "refrigerator odor." For a demonstration, see your RCA WHIRLPOOL dealer. Or, for further information, write Dept. RF, Whirlpool Corporation.

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with exclusive, new **Air Purifying System**

keeps food fresher...longer

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makes "push-button ice"

Ice cubes at the touch of a finger! New Instant Ice Ejector zips cubes out, stores them in the handy bin ready for use! Ice Tray Filler* re-fills trays with fresh water at the touch of a control *inside* the freezer compartment—then it shuts itself off.



gives you automatic defrosting!


No more messy defrost pans to empty! Nothing to remember! The defrosting system in the refrigerator

is *completely* automatic...gets rid of frost almost before it forms...evaporates all defrost water automatically.

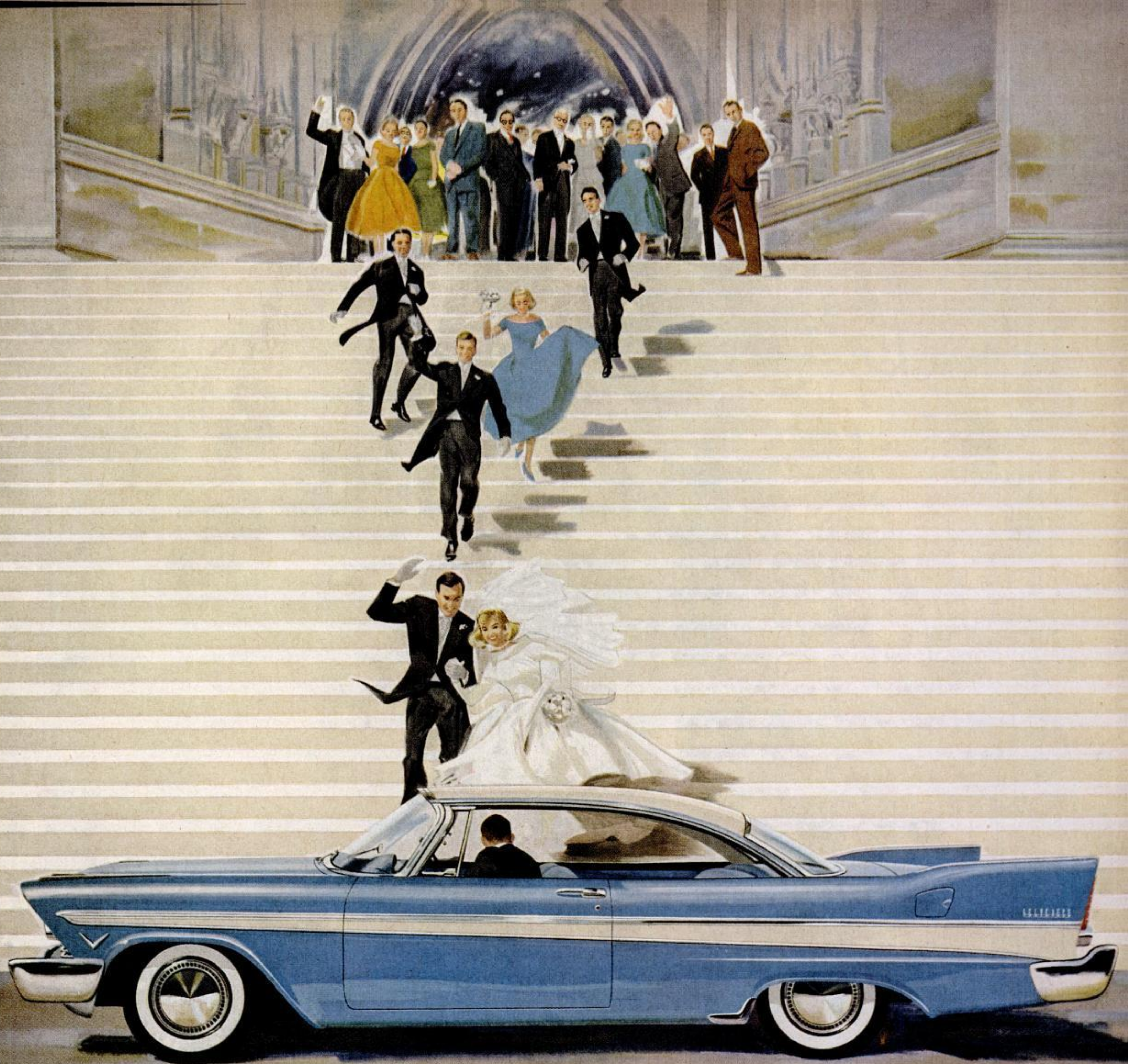
*optional at slight extra cost

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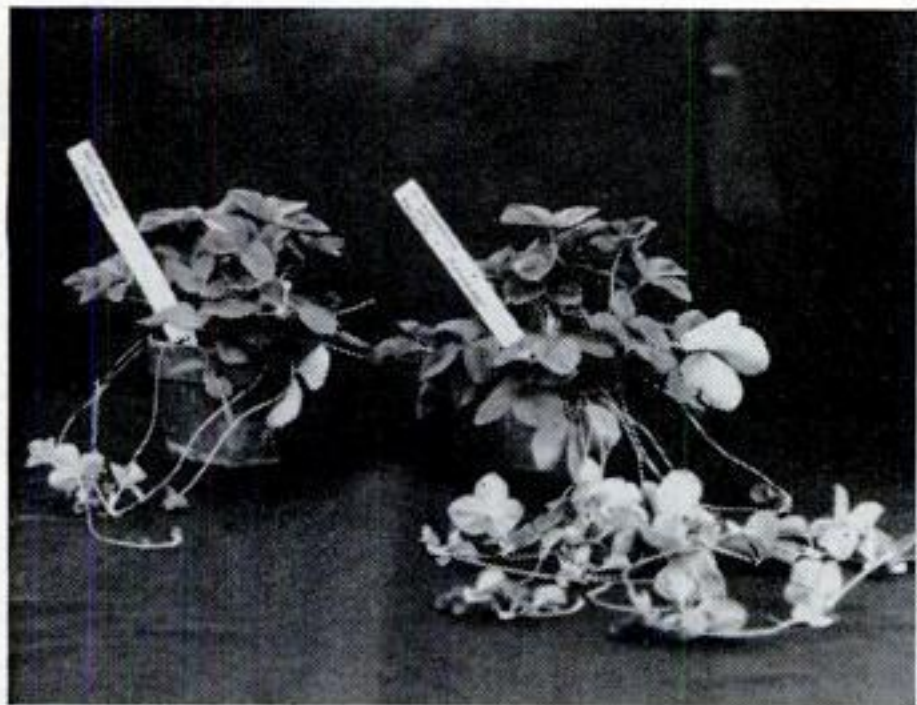
ENJOY GREAT TV ENTERTAINMENT FROM PLYMOUTH! The laugh and love hit of the year, "DATE WITH THE ANGELS," with Betty White, and Lawrence Welk's "TOP TUNES AND NEW TALENT."

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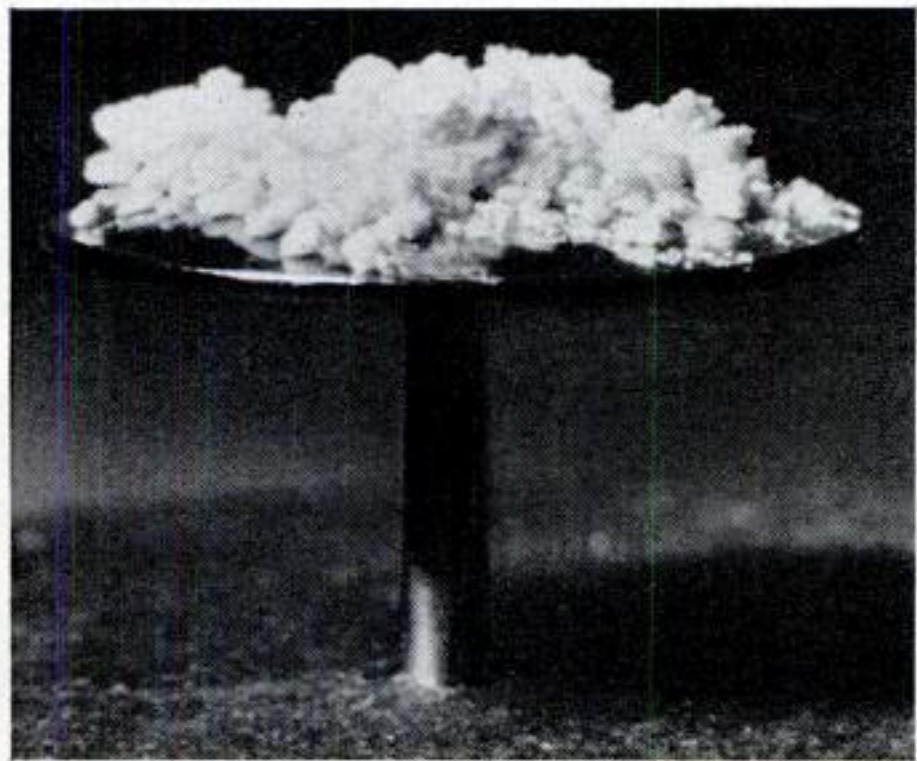
STRAWBERRY PLANTS show effect of the acid on growth. Untreated one (*left*) has two runners, treated plant 10. Each runner becomes a plant next season.

PEP-UP POTION FOR PLANTS

The newest chemical treatment
increases their height and yield

Scores of botanists and chemists across the U.S. are puzzling over a chemical that makes grass grow in midwinter, flowers bloom early and cabbages stretch 12 feet high. This erratic botanical behavior is caused by gibberellic acid, which triples the yield of some plants and drastically alters the life cycle of others.

The effect of gibberellic acid was noted years ago by Japanese farmers whose rice plants, attacked by a fungus, behaved so oddly that they called them "stupid seedlings." Scientists now believe that the acid, present in the fungus, is in most plants to some degree and that it controls growth. But they are still studying why, when applied artificially, its effect is sometimes good, as when it increases violets' blooms, sometimes bad, as when scarlet sage becomes long and scraggly. Made commercially available this spring, it turns anyone with a potted plant into a potential Jack and the beanstalk.



THUMBTRACK LOAD of acid is enough to spray one acre of strawberries when put in solution. Acid in paste form can also be painted directly on stems.

COLOSSAL CABBAGES, 12 feet tall, were treated by Dr. Sylvan Wittwer of Michigan State, to make them go directly to seed instead of heading first.





CRITICAL MOMENT IN PORT CHESTER ROBBERY IS DEPICTED BY GEORGE PRICE AS ARTIE SCOOPS UP MONEY FROM SAFE WHILE KEEPING AN EYE ON

'A nice, busy little bank

TALE OF BUNGLING TRIO WHO STOLE \$188,784 SHOWS HOW AMATEURS

ALTHOUGH bank robbing has traditionally been regarded as the most exacting of all crimes, to be attempted only by fiendishly clever operators like Willie Sutton or hardened, desperate thugs like the gang that pulled the Brinks job, the field has recently become overrun by slaphappy amateurs. Many of the amateurs are so bumbling and lackadaisical that they would seem more at home in a Damon Runyon story than in a bank holding a gun. But their distressingly successful efforts have helped produce an alarming increase in major and minor U.S. bank holdups over the past 10 years. Only in recent months has the FBI been able to halt the steady rise in robberies.

Most of the amateurs have been incredibly lucky. Last October a man carrying a shotgun wrapped in a blanket held up a residential bank in Baltimore, Md. Although he dropped the gun at one point and all five tellers set off alarms, he escaped with \$4,905. After banging his car into another near the bank he set off on foot and has not been seen since. Last February a bank in Gilroy, Calif. was robbed of \$5,093 by what later turned out to be a local businessman whose girl friend had shortly beforehand put in a phony telephone call to the police sending them to the other side of town. Only six weeks ago a bank in Fairview, Ill. was held up by a young couple whose "bills were piling up" and who had left their three children with a baby sitter before driving to the bank. The husband walked into the bank at 12:30 p.m., pointed a revolver at the cashier and said, "Give me all your cash." Then he ran out with \$3,000 and was driven off by his wife. Less than an hour later they were picked up.

For sheer, outrageous success in the face of fantastic ineptitude, however, no robbery could possibly equal the one brought off by the

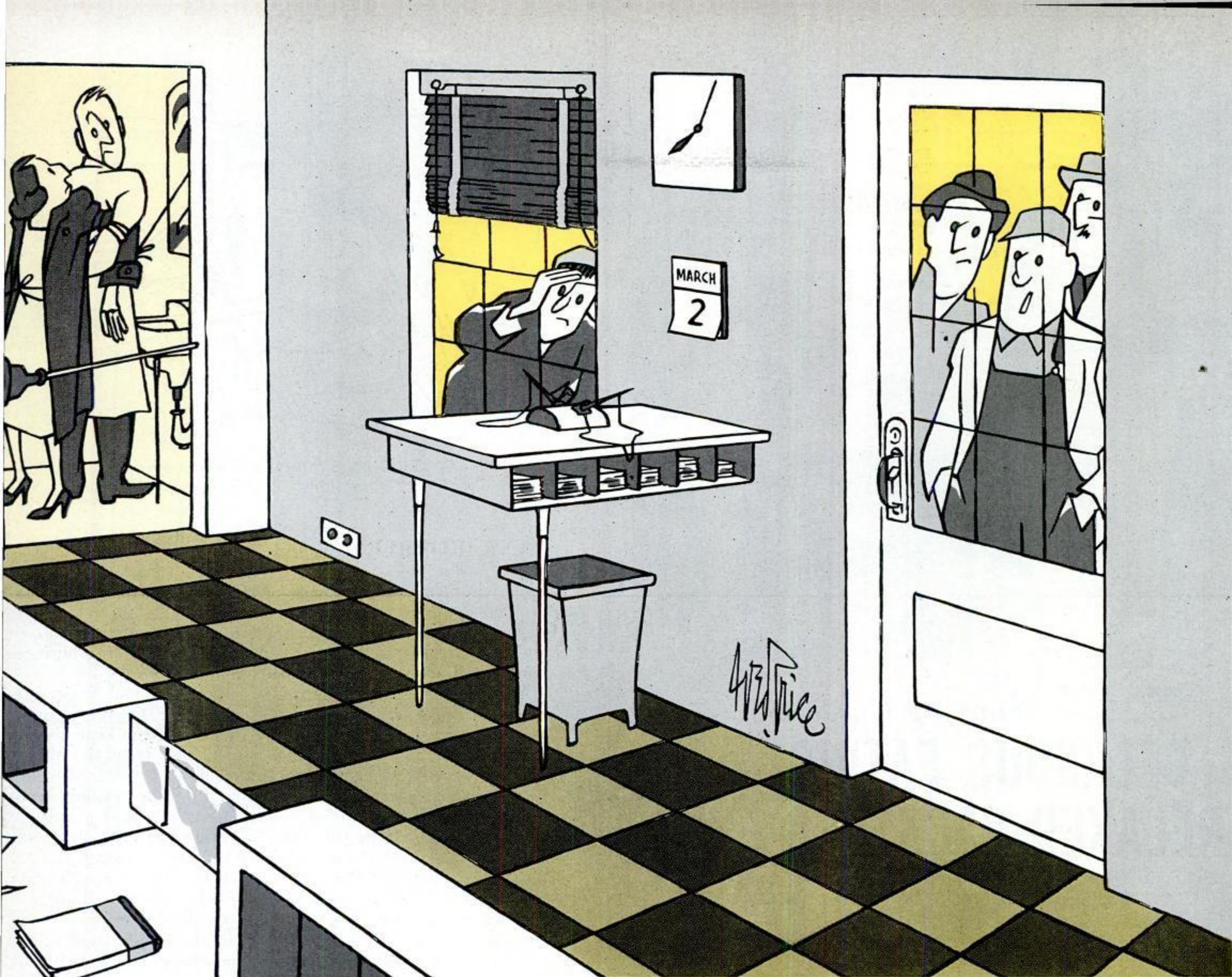
three men who last year held up a drive-in bank in Port Chester, N.Y. The story which can now be put together of their exploits is worth telling because it shows how, like so many other amateurs, they received the unstinted, though unknowing, cooperation of the police, the bank's employees and local residents.

The Port Chester affair was one of the biggest bank robberies in U.S. history. It took the bandits 10 hours to loot the little bank. They were such bungling amateurs that it was a wonder they escaped with one dollar, let alone an astonishing \$188,784.51. Their planning was horribly haphazard. Their conduct was totally disorganized. Their names were Artie, Angie and Frankie.

Arthur Paisner, through circumstances mostly beyond his control, played the most prominent role. He is a short, balding, roly-poly individual who exudes good humor. From World War II until shortly before he became a bank robber, he had been a law-abiding topflight mechanic in a big garage in New Rochelle, N.Y., 10 miles down U.S. Route No. 1 from Port Chester. The men who still work there recall him as a jovial, generous-natured fellow who loved to make friends.

Artie's private life was exemplary. He lived at home with his widowed mother but spent most of his time romancing a neighborhood girl who, in this account, shall be called Ida. He indulged a love of animals by bringing home stray cats, giving puppies to his friends and owning a cocker spaniel. Also, as he has since said, "I was interested in a particular end of horses—the betting end."

When a huge trotting track opened in nearby Yonkers, N.Y., Artie began to spend his evenings "at the trots." He began to bet heavily and lose the same way. Presently he left the big garage to open his



TREASURER IN CORNER. TWO TELLERS STRUGGLE AGAINST THEIR BONDS WHILE CUSTOMERS, UNABLE TO SEE WHAT IS GOING ON, WAIT TO BE LET IN

that ought to be robbed'

HAVE HELPED CAUSE RISE IN BANK HOLDUPS

by EVAN McLEOD WYLIE

own gas station a few miles away in Larchmont. The new enterprise quickly reflected the personality and interests of its proprietor. Puppies tussled in the window. A radio blared track results. The station became a hangout for local bookmakers and followers of the races. Soon Artie had two new friends.

One was Angelo P. John, a tall, thin, darkly handsome individual who had suffered a setback in his effort to become a race horse trainer when he flunked the written examination for trainer in New York State. While waiting to take the test again Angie was making a living dispensing sandwiches and coffee to workers at construction projects from the back of a station wagon. He was a rather moody individual whose manner ranged from petulance to gloomy silence.

A stocky friend with a bankroll

THE other new friend usually put in an appearance behind the wheel of a long, sleek convertible. His name was Rocco Frank Tateo. His stocky build was draped in sharply tailored suits. He combed his long brown locks with care, wore tinted sunglasses and flashed a bulging bankroll.

Frankie's place of business was a bedraggled yellow taxi in which he transported horseplayers to the race track. While a fee was charged for this service, Frankie's main interest was accepting wagers on the horses from the riders.

This practice is against the law but Frankie's disregard for legal authority was well established. During World War II he had been first a draft dodger and then a deserter from the Navy. Later he had

received a suspended sentence for lifting jewelry from a parcel truck. He affected a swaggering manner and liked to be called "Rockie." Because of his taste for convertibles, he more often was referred to as "Frankie the Convertible Driver" or simply as Frankie Convertible.

The distractions represented by his new friends soon brought trouble to Artie—and irritated Ida. The gas station failed. Artie put money in Angie's sandwich business and that failed too. The autumn of 1954 found both facing a financial crisis. At this point Artie and Angie became part of the amateur crime wave.

Shortly before 8 a.m. on Sept. 24, two bandits held up a small drive-in branch of the County Trust Company in Mount Vernon, a few miles from New Rochelle. They tied up four bank employes and spent half an hour in the bank before escaping with \$97,000. They left no clues save a vivid impression on the bank employes of the amiable, relaxed manner of the short, rotund bandit who held the gun—"He acted as if he owned the bank and was very friendly"—and the brow-mopping nervousness of his stringbean partner. The police were utterly baffled.

The bandits were Artie and Angie. They promptly used their proceeds to become owners of a racing stable. With \$7,000 in crisp bills they purchased a hapless gelding named Battleover, whose grandfather was Man o' War, and shipped him to Florida for the winter racing season. Angie, having meanwhile passed the examination, became his trainer. Artie circulated amiably about the paddocks, patting the horses with the air of a man whose dream had come true.

In the first race in which he was entered Battleover threw his jockey. Then he went lame for several weeks. The new partners



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FRANKIE CONVERTIBLE'S "OFFICE" was run-down taxi in which he is said to have booked bets while driving customers to track in Yonkers, N.Y.

BANK ROBBERY CONTINUED

relaxed in palm-shaded motels, sported in Miami nightclubs and dawdled at the dog races. Ida, still laboring away at a typewriter in an office in snowbound Manhattan, received a stream of optimistic postcards from Artie, assuring her the racing business would soon make marriage possible.

Now Frankie Convertible came to call on Artie and Angie. Suspicious of his two friends' sudden departure for the sunny South, he had broken into an empty store in which Artie kept his mechanic's tools and found a pile of coin bags from the Mount Vernon bank. The next day he boarded an air coach for Miami.

Instead of congratulating Angie and Artie on their exploit, Frankie ungraciously demanded to be cut in on the loot. The ensuing discussion, which Artie subsequently recalled as "not pleasant," ended when Frankie was given \$7,000 to keep his mouth shut.

In Frankie's mind, however, the vow of silence remained in effect only in Florida. Purchasing a brand-new powder blue convertible, he drove back to New York, telephoned the police and asked if there was a reward for the Mount Vernon bandits. Assured that there was, he made an appointment to claim it. For reasons still known only to himself, he never showed up.

An astonishing drain on the pocketbook

UNAWARE of this near treachery, Artie and Angie continued their efforts to make a profit out of the sport of kings. They discovered that a stable of thoroughbreds, running or standing, represents an astonishing drain on the pocketbook. By the time winter was over and the horse vans rumbled north with the spring, feed bills, track fees, veterinarians, jockeys, exercise boys and "cooling off" boys had consumed most of the Mount Vernon money. Battleover, along with other horses in the stable, had not won a single race, and if he was sorry he was not showing any signs of it. He was developing a bad temper and several times managed to plant his heels solidly in the seat of Artie's pants.

In New England that summer their funds ran low. Artie was kept busy rushing from the winning ticket window to Western Union offices to wire money back to White Plains to cover checks he was writing. The stable which at peak strength had numbered four horses had been reduced to a mare named Centerpoise and the battleworn Battleover. Now Angie and Artie kept all their feed bags, water pails and saddles in the back of a battered station wagon.

Most disgusted of all with Artie's equine enterprise was his girl Ida. She refused to have anything to do with the track and she was still seething over her memory of the pistol episode. This had come about because she had let Artie use her car one morning during the summer while his was in the repair shop. That evening she was surprised to find herself charged with illegal possession of a revolver. It had been found by a policeman who had been searching the car's trunk for ownership clues after Artie had absent-mindedly left the car parked illegally.

Artie apologetically admitted the gun was his. A Florida race-track friend had given it to him, he told Ida, and he hastened to clear her name by going to court and paying a \$100 fine.

In November, Artie and Angie sent Battleover to an elegant horse farm near New Rochelle for a rest cure. They visited him daily. So did Frankie Convertible who astonished the horsemen by arriving in his old yellow taxi to renew old acquaintance.

CONTINUED



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 BLACK BEAUTY—Blackberry Flavored Brandy with juice of half a lime and soda water.
 BAKED HAM WITH BLACKBERRY GLAZE—Stir 1/2 cup brown sugar with 1 cup Blackberry Flavored Brandy over low heat. Pour over pre-cooked half ham. Bake in moderate oven (350° f.) 1 hour, basting occasionally.
 BLACKBERRY Russe—Sprinkle lady fingers with Blackberry Flavored Brandy. In center, heap Blackberry Brandy-Flavored whipped cream.
 Or . . . sip it after dinner . . . that's living!



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BANK ROBBERY CONTINUED

To refinance their bankrupt stable, Artie and Angie had decided to knock over another bank. This time Frankie Convertible was to be an active partner. The visits to the horse farm gave the three an opportunity to meet and talk and also look for a suitable target. "We would drive around," Artie has since said, "and one of us would say, 'Now there's a nice little bank and it looks as if it had a lot of money in it.'"

One February afternoon they stopped in nearby Port Chester for hamburgers. As they got back into their car, there fell into their line of vision an attractive one-story tapestry brick building with white columns and a white picket fence. It was the Irving Avenue branch of the bank which had already provided such bounty—the County Trust Company. One of the first drive-in banks in the east, it had attracted so many new customers that workmen at that very moment were putting the finishing touches on a new wing. Artie, Angie and Frankie sat staring at it with rapt fascination. "It seemed," Artie recalled later, "like a nice, busy little bank that should be robbed."

A few lackadaisical preparations

THE spur-of-the-moment decision was followed by casual preparations that would have appalled an oldtime bank robber. Instead of studying the target scientifically, the three men merely sat in the car in a nearby municipal parking lot in broad daylight and observed the bank's operations. Angie deposited in the Irving Avenue drive-in some of the money he had stolen from the bank's Mount Vernon branch. This gave him reason to drift in and out and gain a clearer picture of the internal workings.

Very shortly, their interest centered on Mary Kostolos, a gentle brunette who had been a teller with County Trust for 28 years. She was, they noted, the first to arrive in the morning and the last to leave at night, using a key to unlock the front door. Anyone with such responsibilities, it was decided, probably would also know how to open the bank vault. She was a widow who lived alone.

One morning they drove to the railroad station in Larchmont, N.Y. and stole a green Oldsmobile sedan belonging to a commuter. This would be the getaway car. Frankie Convertible, assuming his new responsibilities as an active partner, volunteered to equip it with stolen license plates.

In the green car they now proceeded to trail Mary Kostolos around Port Chester, observing her habit of shopping downtown on Thursday evenings before returning around ten p.m. to her apartment. "We were happy to find that the woman lived in a nice, quiet, secluded neighborhood," says Artie, "and we all agreed that was the best place to pick her up."

Their preparations continued to be casual. Their horse barn conferences were interrupted by grooms with buckets and pitchforks. Several times Angie was late to the meetings because he had been detained at home to boil bottle nipples and mix formula for a new baby. Artie had developed a painful lump in the region where Battleover had kicked him.

The irksome ailment bedeviled Artie so much that he finally confided to Ida that he was sure he had cancer. In practical feminine fashion she insisted he see her doctor, which he did a few days before the planned bank job. After one glance the physician diagnosed it as a nonmalignant cyst. Arrangements were made for a surgeon to remove it the following Monday.

On Thursday evening the three conspirators rendezvoused at a local Howard Johnson's restaurant. After a round of hamburgers they drove Artie's car and the green Oldsmobile to the parking lot of an A & P supermarket a few blocks from the bank, parked Artie's car, got into the stolen green car and drove to Mary Kostolos' house. For more than one hour they sat there waiting.

At 10:15 p.m. Mrs. Kostolos drove up, turned into the garage, switched out her headlights and reached for her parcels. In a flash two men, one from each side, were with her in the front seat. The two were Artie and Frankie. Admonishing her to be quiet, Artie shot the car backward into the street and drove rapidly up the block. Angie followed in the green car.

Mrs. Kostolos found herself being driven down dark streets in her own automobile, wedged in between two menacing male strangers. In a confusion of terror she shrank away from them, gasping, "Let me go! Oh, let me go!" as Artie urged quietly, "Now sit still, lady. You're going to be all right. All we want is the money down at your bank."

"But I can't get that money," she cried.

"Don't try to fool us," said Artie. "We know you've got a key to that bank and you're going to open the vault for us just like you do every morning."

CONTINUED



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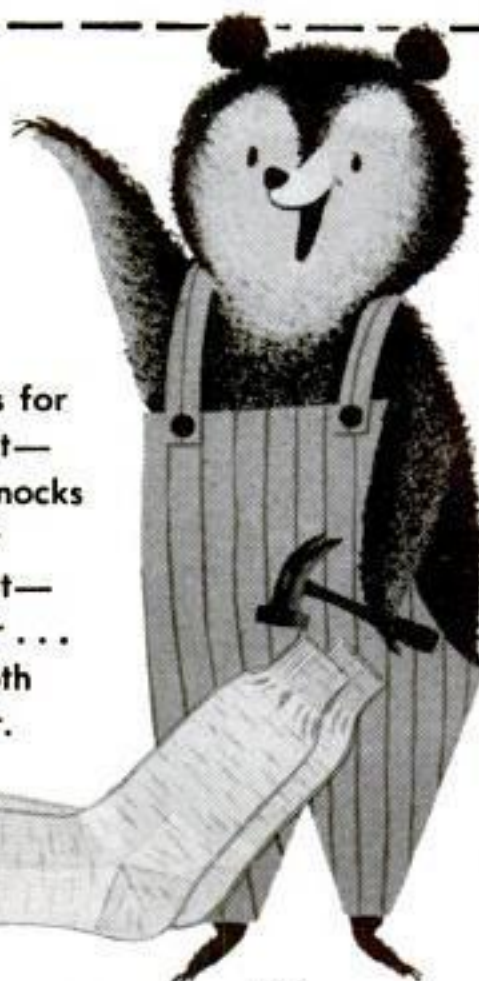
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PLANNING ROBBERY at barn where their horse was kept, Frankie, Angie and Artie were frequently interrupted by grooms carrying water to Battleover.

BANK ROBBERY CONTINUED

"I've never opened a vault in my life!" cried Mary. "I swear to you I don't know the combination. It's always opened by someone from the main office at 8 o'clock in the morning!"

A strangled gasp gave hint of the impact of this news on Frankie Convertible. Artie, the leader, was less perturbed. With Angie still following in the green car he cruised around Port Chester for a bit and then stopped in a side street. Leaving Frankie to guard the petrified Mrs. Kostolos, he strolled back to inform Angie.

Angie took the news of the 8 a.m. vault opening even harder than Frankie. Vivid memories of the nervous strain of the Mount Vernon robbery came flooding back to him and he forcefully replied that he had decided the less he had to do with this particular bank robbery the better. He would, of course, try to be of some help in the morning. He might drop by the bank to see how Artie and Frankie were making out or meet them at the A & P but at the moment the best thing for him to do was to bow out. Wishing Artie the best of luck, he drove the green car home, moped around the kitchen mixing baby formula and finally went to bed.

For the next two hours, while Port Chester slept, Mary Kostolos was driven up one street and down another. Though her blue Hudson was well known in town, no notice was taken of its wanderings. As time passed, Artie casually plied Mary with questions about the bank and attempted to coax her into conversation. To Frankie Convertible, who was crouching uncommunicatively in the back seat, it became appallingly evident that Artie was out to make another friend. He got jumpier by the minute.

Toward 1 a.m. Artie drove boldly up to the bank but bright lights and juke box music still emanated from the bar and grill across the street. "We'll have to wait for the drunks to go home," he observed cheerfully. Presently Mary declared that she thought she was going to faint.

"We'll find you a nice rest room," Artie replied. He drove until he found a closed gas station, opened the door to the ladies room and ushered Mrs. Kostolos inside.

This was too much for Frankie Convertible. Bank robbery as conducted by Artie had worn him to a frazzle. "You can take all kinds of chances," he cried, waving his arms, "but this is ridiculous!" For his part, he had decided, like Angie, that he wanted to go home.

Astonished by this outburst, Artie pleaded with Frankie not to leave him at such a critical point. Mrs. Kostolos drifted out of the rest room and got back into her car, but Frankie would not go on. He repeated that he had had all he could stand. All he wanted was to go somewhere and sleep.

In hurt silence, Artie drove him to within a block of Angie's house in White Plains and let him go.

The blue Hudson proceeded back to Port Chester. Mrs. Kostolos still felt faint and Artie offered to take her home so that she could be more comfortable. At this Mrs. Kostolos lapsed into prayer. "Go ahead and pray, ma'am," said Artie. "Maybe your prayers will be answered." At this point, he recalled later, he himself had been reduced to low spirits and was ready to abandon the whole project. But as they passed the bank he noticed the bar and grill

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AIRMAN ON THE GROUND

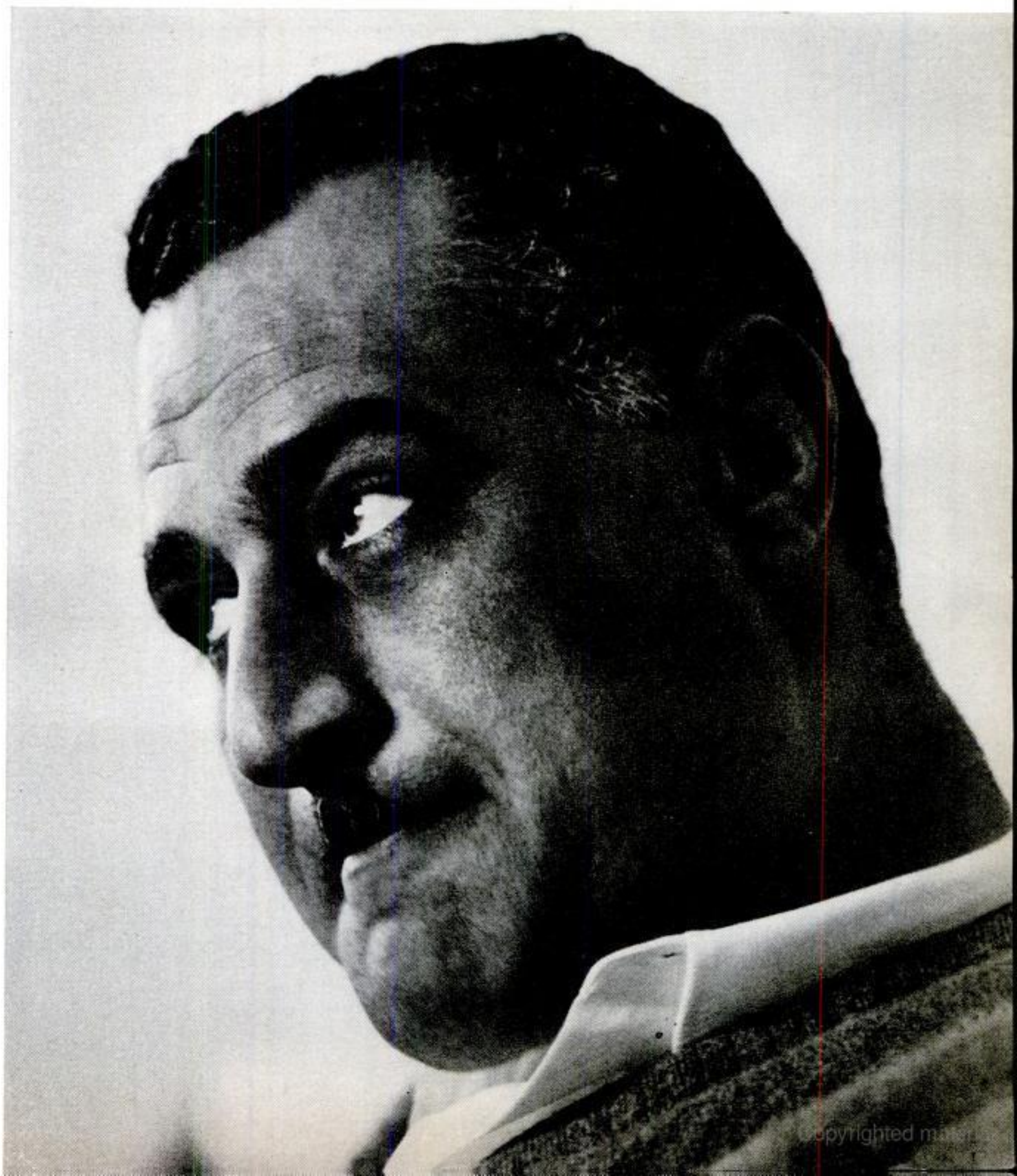
The largest and most respected news photography contest in the world is the annual competition held jointly for the past eight years by the Encyclopaedia Britannica and the National Press Photographers Association. Its top award, "Magazine Photographer of the Year," is an accolade any LIFE photographer would be proud to win. And LIFE photographers have won eight times. The 1957 honor went to the 32-year-old Howard Sochurek for his spectacular and poetic photographic essay on jet planes in high altitude, aerobatic flight. This was an outstanding contribution not only to LIFE's special Air Age issue but to the entire art of photography.

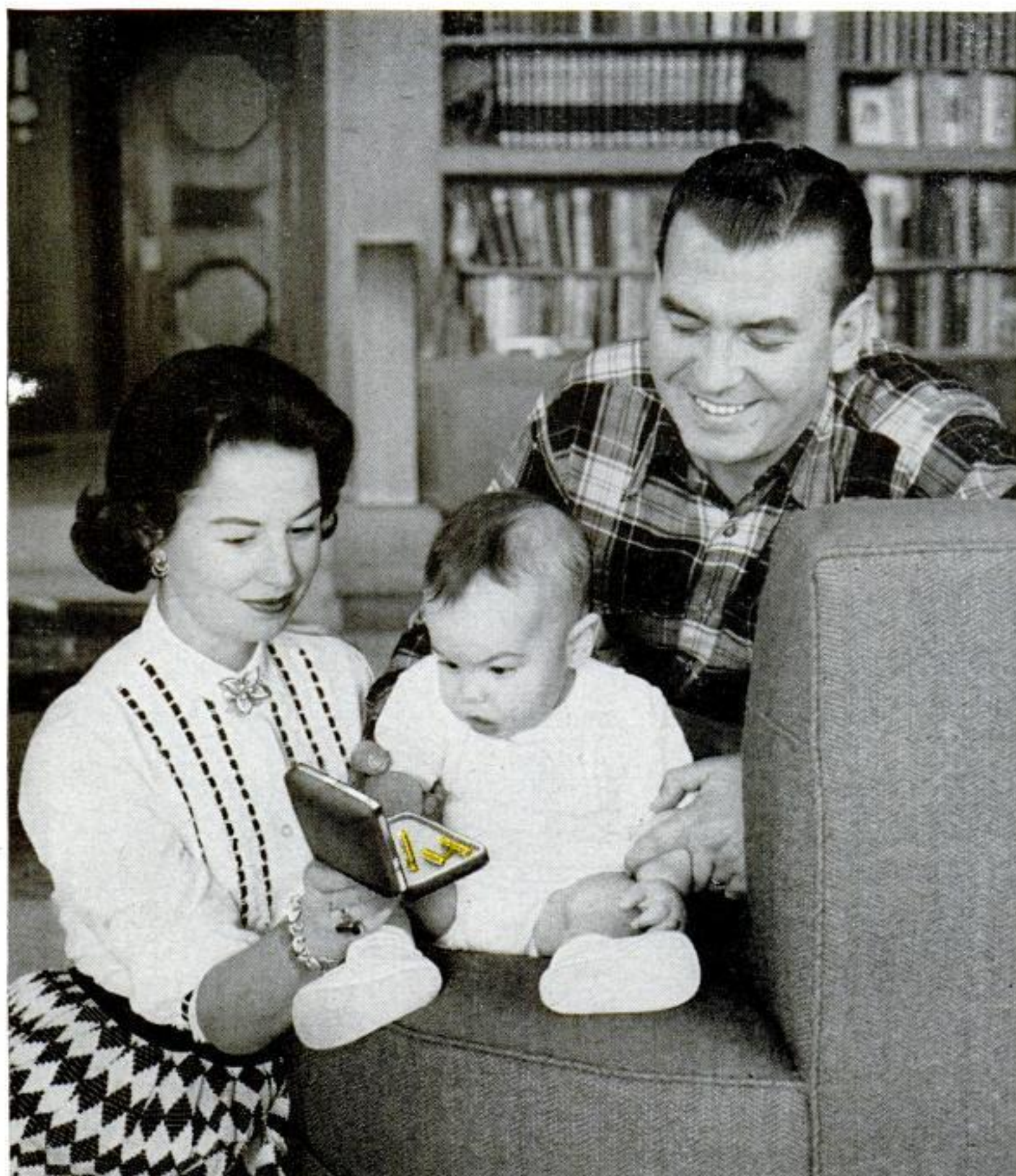
Though cited for his artistry in the air, Sochurek in his seven years on the LIFE staff had long since proved his adroitness on the ground. Look at his picture of President Nasser (LIFE, Dec. 10). Here in a single photograph is summed up the complex character of a complicated man, menacing, full of ambition and full of himself. This single Sochurek picture is a story in itself.

Next week in LIFE 28 of Sochurek's pictures tell a different kind of story, the eyewitness report of a big game safari in Africa. Fourth in LIFE's series on Great Adventures, Sochurek's story is full of action and classic sport. In full-color photographs, some taken at rifle-sight level, some from helicopter height, Sochurek lets you share the dangers he encountered during three weeks in the African bush with Arthur Godfrey and General Curtis LeMay. From the terrifying charge of a six-ton elephant to the earth-shaking stampede of careening buffalo, Sochurek has recorded astonishing sights. Some of them few men have ever seen before.

When you see them in next week's issue of LIFE you'll get some idea of the chances LIFE photographers will take for a chance to take great pictures.

ANDREW HEISKELL, *Publisher*





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BANK ROBBERY CONTINUED

was finally closed and Irving Avenue dark and deserted. He drew up to the curb about 30 feet from the front gate of the bank.

Artie assisted Mrs. Kostolos from her car, guided her up the front walk of the bank and unlocked its front door with her key. At that very moment the Port Chester police force was extinguishing a fire in a street wastebasket across town.

Inside the bank, night lights dimly illuminated the pine-paneled teller counter, gleaming tile floor and pale green walls. There was nothing to steal; all the cash was locked in a small but sturdy vault.

Fetching a customer's chair from the manager's office, Artie led Mrs. Kostolos into the anteroom of a lavatory in a corner of the lobby, propped open its door and placed her in the chair.

The time was now about 4 a.m. For nearly all of the next three hours Mrs. Kostolos remained huddled in the chair, still wearing the cloth coat and gloves in which she had gone shopping the evening before, weeping silently into a handkerchief. Occasionally she glimpsed Artie's bulky, swarthy figure in blue-green jacket, slacks, floppy gray hat and horn-rimmed spectacles scrutinizing the street through a crack in the blinds or dropping to his hands and knees to scuttle across the lobby. She did not know how many other accomplices were waiting outside the bank. She did not know whether their plans called for her to be killed or carried away with them as a hostage. What she never suspected, of course, was that Artie did not know either.

Thanks to the defection of his two partners, Artie had no idea how he was going to get out of the bank safely. It was with blinking astonishment, therefore, that peeking out of a window a little after 7 a.m. Artie saw the green getaway car cruise slowly by the bank and then, like a rescue ship passing up a castaway, disappear up the block. Angie and Frankie had decided to return to Port Chester to keep track of his progress though obviously neither felt the need to assist him. It confirmed the conclusion Artie had already reached, that "on this job I was the Patsy."

Port Chester begins to wake up

PORT CHESTER meanwhile, was stirring out of its slumbers. Tires swished on wet asphalt as a steady stream of commuters poured past the bank to the railroad station. Toward 7:30 a.m. Artie came back to Mrs. Kostolos and said, "I want you to walk around the lobby and do what you always do first thing in the morning. And don't try to give anybody any signals or you'll be sorry."

He stood out of sight of the windows as she tottered weakly around lighting lamps. At 7:40 a.m. she admitted a young teller named Ernest Marino who, along with Mary, was quickly escorted to the lavatory by Artie. He had just finished binding them both with white plastic clothesline when Purdy Ungemack, assistant treasurer of the County Trust in Port Chester, pulled into a parking space across the street. According to a rotating system, it was his turn to stop by the drive-in branch and open the vault.

Ordinarily Ungemack's wife drove him to work and waited while he signaled from the window that all was well. But this morning she was ill and so Ungemack was alone.

"As I stepped inside," he remembers, "he came out of the washroom, pointing the gun and saying, 'All right, let's lock up that door.'"

Ungemack glimpsed Marino tied in the washroom, and hearing Mary Kostolos' sobs presumed her to be guarded by one or more other men. He backed away from Artie who said, "Now get over there and open that vault and don't set off any alarms or I'll blow your brains out."

The time was now 7:47 and at police headquarters the vault alarm had automatically disconnected. Ungemack obediently set its dials to the proper combination and opened the outer door. Artie reached in and scooped about \$10,000 of ready cash for the teller drawers into a cardboard box he had brought with him.

"Open the inside door too," he ordered.

"I can't," Ungemack replied tensely. "There's a safety timer on it. It won't release for 15 minutes."

"We'll wait for it," Artie answered decisively. "Just face the wall, if you don't mind."

Inside the bank it now became deathly quiet save for the cheerful ticking of the vault timer and Mary's muted crying. Outside, horns indicated commuting traffic was reaching its peak. From the other side of a partition just a few feet away came the clatter of workboxes as carpenters arrived to complete the bank's new wing.

The police car detailed to guard the bank during its opening had nosed around the corner. Its usual parking space was blocked by the workmen's cars and the lone policeman inside settled for a spot a little farther down the block, sitting back in his seat and

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RECIPE:

Carnation **BUNBURGERS**

(Makes 6 servings)

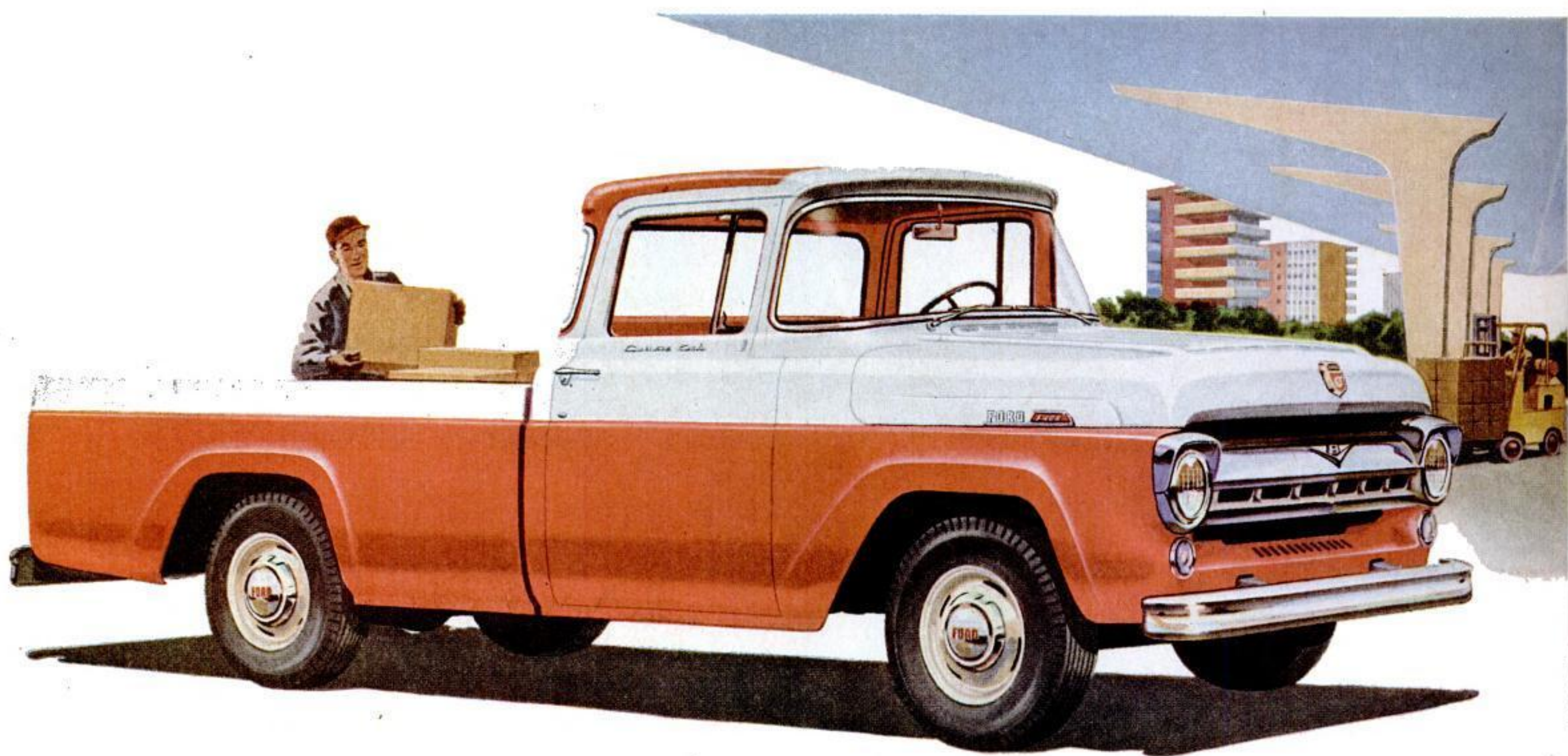
$\frac{2}{3}$ cup (small can) undiluted CARNATION EVAPORATED MILK	$1\frac{1}{2}$ teaspoons salt $\frac{1}{4}$ teaspoon pepper 1 teaspoon dry mustard
1 egg	$\frac{1}{4}$ cup finely chopped onion
$1\frac{1}{2}$ pounds ground beef	$\frac{1}{2}$ cup finely chopped green pepper
$\frac{1}{2}$ cup fine cracker crumbs	

Blend all ingredients together until well-mixed. Form meat mixture into 12 thin patties (about $\frac{1}{3}$ cup each). Place each patty on hamburger bun half, covering completely. Place Bunburgers on broiler pan.

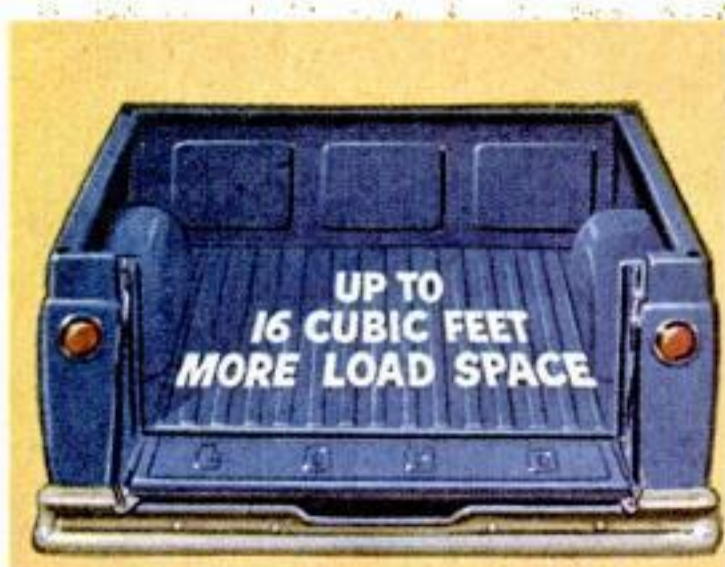


Broil 5-7 inches from heat for 5 to 7 minutes (or to taste). Top each Bunburger with cheese slice. Broil until cheese bubbles (1 to 2 minutes).

COPR. 1957, CARNATION CO.



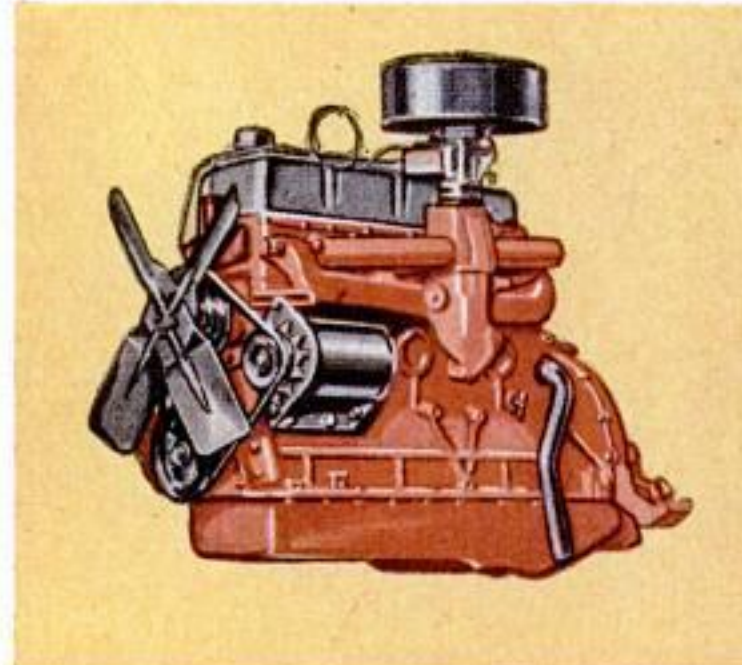
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CRACKING UNDER STRAIN, Frankie berates Artie for allowing prisoner, Mary Kostolos, to go to a ladies' room. He announces he is going home.

BANK ROBBERY CONTINUED

watching the bank's early customers gathering on its front step. As the village 8 o'clock whistle blew, they began to rattle the front door and Mary Kostolos murmured, "Oh, my God, something awful is going to happen now!" Two more incredibly long minutes passed before the vault timer stopped ticking.

"Now?" asked Artie.

Ungemack nodded and swung open the inner door. Exposed to view lay nearly \$180,000. As the customers continued impatiently to try the front door, Artie crammed as much cash as he could into his cardboard box. Then he crossed the lobby with casual relaxed steps, obtained a trash basket from beneath a table, filled it and covered it with a couple of paper towels from the lavatory. He then said to Ungemack, "Pick up the box. We're going out to the car. Tell those people outside you'll be back in a minute."

Ungemack was certain that someone among the customers, workmen, storekeepers or police would perceive what was happening and he recalls thinking numbly, "Here we go. Here's where the shooting starts."

But when the door opened the customers merely stepped aside grumpily and Ungemack found himself proceeding to the street with the box containing upwards of \$100,000. Inside the empty bank Mary and Ernie Marino, who had steeled themselves for shouts and shots, heard only a resounding silence.

Ungemack reached the sidewalk. Across the street a shopkeeper waved him a cordial good morning. The police officer still sat in his car. The robber said, "Up to the blue car," and Ungemack realized that Mary's car was to be the getaway car.

Artie quickly tossed his wastebasket in the back seat. He said to Ungemack, "Put that box in front," and, as soon as he had done so, remarked cordially, "Well, thanks. So long now," ran around the front of the car, leaped into the driver's seat, pulled out into the traffic and shot up the hill.

Ungemack dazedly looked around for the rest of the robbers. Suddenly realizing there were none, he vainly scanned the street for the police car which was now obscured by parked cars and then rushed back into the bank to telephone police headquarters.

Artie speeded to the A & P lot. His car was still there. As he hurriedly transferred box and wastebasket to his own car, Frankie and Angie materialized beside him, staring goggle-eyed at the haul. "Artie," they cried. "Here we are to help you!"

"I was not," Artie observed later, "interested in anything they had to say."

Snarling at them to keep away from him, he sped out of the lot. Angie and Frankie suddenly perceived that he had left them with a) Mary Kostolos' blue Hudson which would certainly be pounced upon by the police at any moment, and b) the stolen green Oldsmobile. It was a moment for a quick decision and Angie made one. He got into his own car, which he had brought along that morning, and drove off. Frankie had dropped the green car's keys and was too nervous to look for them. He hailed a passing taxi carrying two girls to the railroad station and boarded a train for New York.

Artie reached home unhindered. But by 4 p.m. he realized that it would be necessary to negotiate a price of silence from his faint-hearted partners and by telephone arranged a meeting at Frankie's

CONTINUED



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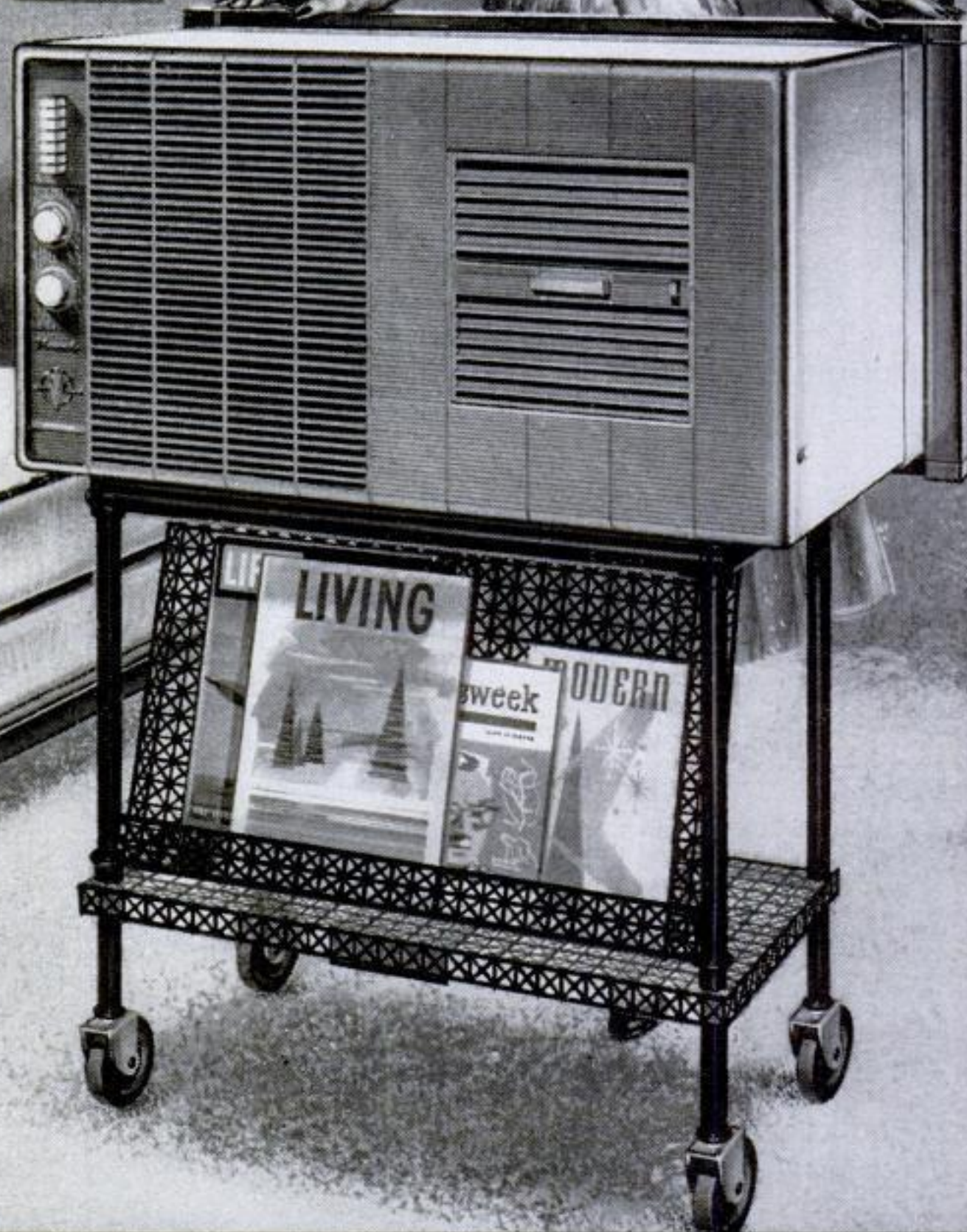
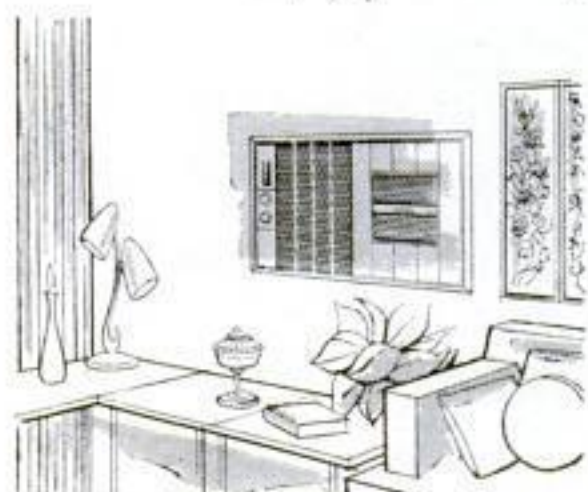
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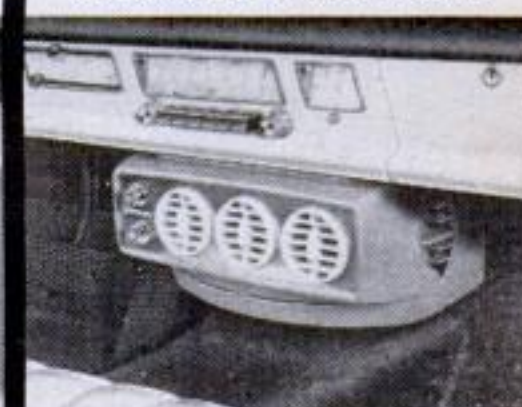
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LUGGING THE LOOT, Artie, carrying bills in a wastebasket, is aided by treasurer, carrying box. They push past patrons waiting for bank to open.

BANK ROBBERY CONTINUED

apartment. After permitting himself the luxury of denouncing them both, he asked whether they had the nerve to expect him to give them any of the money. Frankie hesitantly replied that one third to each would be satisfactory.

Bellowing that he would burn the money or go to jail before he would agree to such a holdup, Artie picked up his box and basket of \$188,784.51 and prepared to walk out. But Angie, stepping in as arbiter, declared that rather than see an unfortunate argument develop, he and Frankie would accept a lesser amount.

Artie thereupon sulkily handed over \$35,000 to Frankie and \$30,000 to Angie and went back home to nurse his cyst. On Sunday night he entered a hospital in preparation for his operation the next day.

Meanwhile, Port Chester had reacted violently. Carloads of heavily armed police had sped to the scene. A large force of FBI agents showed up. Within a very short time a wild traffic jam developed on Irving Avenue as reporters, photographers and crowds of curious shopkeepers, housewives and schoolchildren milled around in front of the little bank.

Newspapers said the bandits were professionals who had made a clean getaway in a "perfectly executed, movielike robbery."

An FBI field office was set up in the Port Chester Municipal Building and a large-scale manhunt was begun. A general teletype alarm alerted 70,000 police in 13 states and FBI field offices as far away as Alaska and Hawaii.

Port Chester itself was saturated with teams of agents and detectives, and by supertime Friday their search had yielded results. One man's story seemed particularly interesting. A few minutes after 8 that morning he had noticed two strangers arguing in a corner of the A & P lot. Though he knew nothing of the robbery this alert citizen had taken the trouble to memorize the first four digits of the license plate of the car in which one of the strangers drove away. He recalled them as "WS-45."

The FBI men also learned that their check on a green Oldsmobile apparently abandoned in the A & P parking lot had established that it was a stolen car. A key case found nearby seemed to indicate that the car had been abandoned in haste. Two girls reported that a stranger had popped into their taxi outside the A & P lot that morning and ridden with them to the railroad station.

There seemed good reason to learn more about all the 99 automobile owners whose plates began with WS-45, and at 10 p.m. Saturday one team of agents, checking out the 80th "WS-45" owner, one Arthur Paisner, ran across the fact that he had been fined \$100 the previous August for illegal ownership of a revolver found in the car of a Miss Ida B. of the Bronx. Agents had traced the key case found near the stolen green Oldsmobile to a Mamaroneck, N.Y. dealer. By the purest coincidence this man had sold a car to one Arthur Paisner the year before. He had heard it had been driven to Florida. Soon agents in Miami were reporting that an Arthur Paisner had raced horses in Miami the previous winter and had had as a partner one Angelo P. John of 121 North Broadway, White Plains, N.Y. This was a tasty morsel of news since still other agents had found that the little license plate date tag of the stolen green Olds had been removed from a car parked just two doors from Angie's address.

On Monday an FBI artist added the spectacles and gray hat worn by the bank bandit to the rogues gallery photo for which

CONTINUED

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BANK ROBBERY CONTINUED

Artie had posed at the time of the pistol charge. It was shown to Mrs. Kostolos, Purdy Ungemack and the man who had noted "WS-45" leaving the A & P lot. Their unanimous reaction was "Why, that's him!"

Still the FBI made no arrests, lest the \$188,784.51 be lost or destroyed. Also it was discovered that Artie was not at home.

At this point in the manhunt Ida was being treated as a major suspect because of the gun found in her car the previous summer. Perhaps, it was speculated, she would turn out to be the gun-toting brains of the whole robbery. By Monday afternoon, only four days after the robbery, the manhunt was reaching a climax that would have made a movie director ecstatic.

As Ida departed from her New York job she became undoubtedly the most closely observed office worker in Manhattan. Agents in subways, on street corners and in radio cars spotted strategically about the city delivered minute-to-minute reports on her progress toward the Bronx.

Simultaneously, in White Plains, Sheriff Hoy's men discreetly surrounded Angie's apartment. Detectives crouched in cellars and observed his movements from the windows of neighboring apartments. Still more teams watched at the horse farms. Miami agents hopefully set traps for Artie in Florida and Pinkerton men looked for him at the racetracks and in racing stables across the nation.

The silent, never-slackening watch continued throughout Monday night and all day Tuesday. That evening agents again shadowed Ida home from work and after supper followed as she drove to a hospital in the Bronx. They tagged along as she went up to a second-floor semiprivate room. And there was Artie, now minus his cyst and helplessly recumbent in a hospital bed.

Still seeking the money, the FBI waited until the next day to confront Artie. He seemed astonished. "You're crazy," he protested. "I'm no robber." The agents asked if Artie would mind if they searched his home.

"Go right ahead. Search it," he answered generously.

The FBI men thus knew immediately that the money was not in Artie's apartment, but with characteristic nosiness they went over and rummaged around anyway. One agent looked in the back of a bureau and discovered an old bill from a garage on Tremont Avenue in the Bronx. The government men went to the garage, found Artie's car, opened the trunk and found themselves staring at a sea of banknotes.

Artie confessed. Angie and Frankie were arrested and all but \$2,500 of the bank money recovered. Ida was completely cleared; the FBI accepted her declaration that if she had ever known what Artie was up to she would have "crowned him, but good."

Although he had been briefly one of the most spectacularly successful bank robbers in American history, Artie remained an unaffected, friendly fellow. At the conclusion of their trial the judge sentenced Angie and Frankie, who had been sullenly uncooperative throughout the trial, to 25 years and 22½ years respectively. To Artie, who had cooperated amicably with the prosecution, he gave only 18 years and this comment: "I have a feeling, deep inside of me, Paisner, that somehow or other you are going to keep out of trouble from now on."

And so far, at least, he certainly has.



FINDING THE MONEY, an FBI agent who has traced Artie's car to a Bronx garage comes upon more than \$100,000 which Artie had tossed in trunk.

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TOASTING THE HOSTESS in the living room Metropolitan Board Chairman Lauder Greenway thanks Mrs. Weyerhaeuser (*facing him*) for work as Met council

president. Afterward Mrs. Weyerhaeuser said, "The success of the council is due to the teamwork of its 225 members." Portrait in rear is a Joshua Reynolds.

AN OPERA PATRON'S PARTY



HOSTESS, Mrs. Weyerhaeuser (*left*) greets Met Soprano Patrice Munsel as she arrives at the party.

The Met is welcomed by the Weyerhaeusers

When the Metropolitan Opera Company came to Minneapolis-St. Paul on a 17-city tour, Mrs. Frederick K. Weyerhaeuser, wife of the head of the great lumber empire, took the opportunity to give a party to thank the singers. The Metropolitan, in turn, used the party as an opportunity to thank Mrs. Weyerhaeuser for what she has done as president of the Metropolitan Association's National Council in organizing talent hunts and encouraging local opera. To pay tribute to her the Met's highest officials, including Board Chairman Lauder Greenway, flew from New York for the party. It took place after a performance of *Il Trovatore* and a hundred guests came to the Weyerhaeuser home to meet the singers and enjoy a champagne supper.



HOST, Mr. Weyerhaeuser (*right*) jokes with niece, Mrs. Philip Weyerhaeuser, Baritone Robert Merrill.



GROUP OF GUESTS at supper listen to opera anecdote told by Fausto Cleva (*far right*), one of Met conductors. Around table from him are: Dr. Malcolm

OPERA PARTY CONTINUED



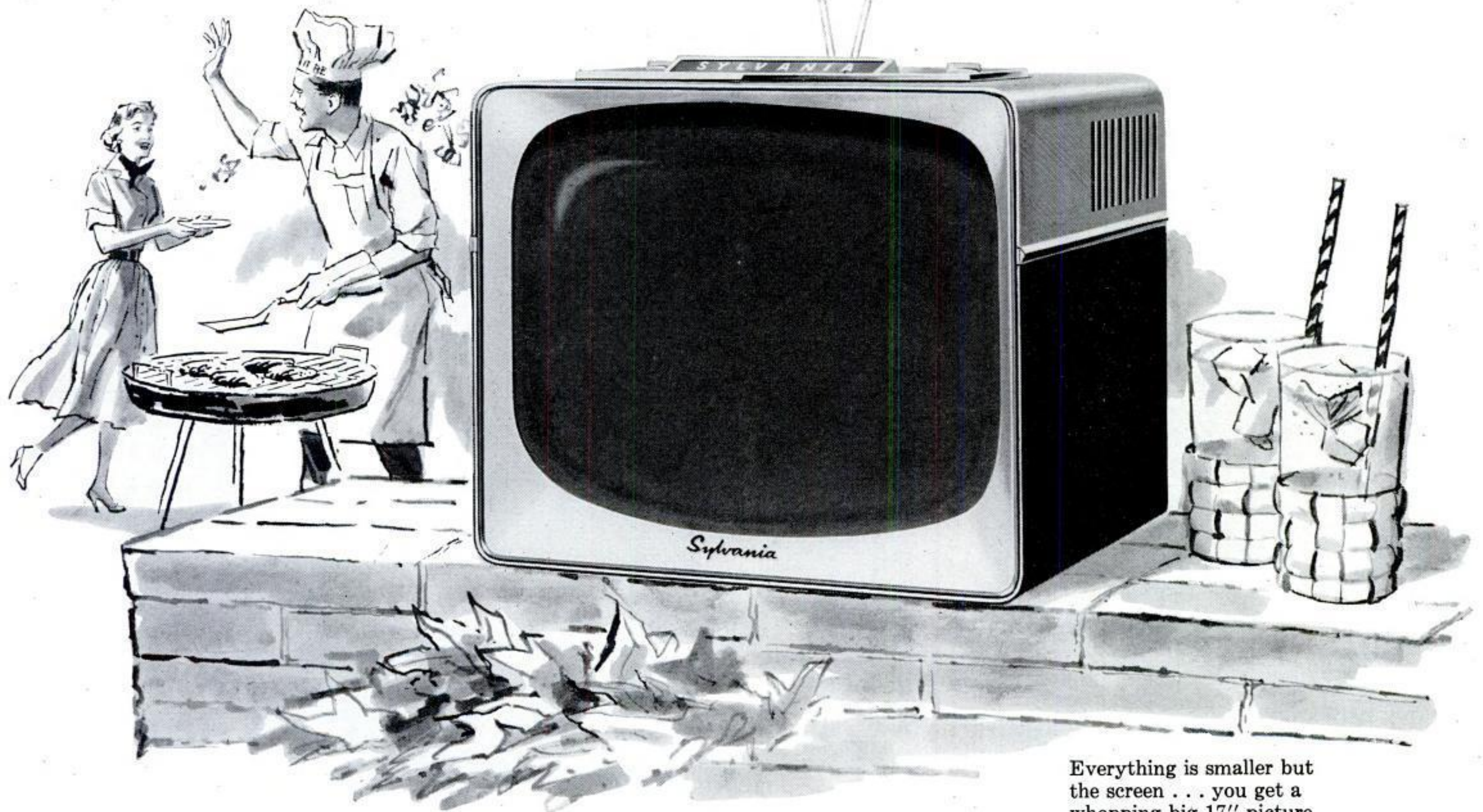
MIDNIGHT BUFFET is served Soprano Heidi Krall (*left*) by Philip W. Pillsbury, chairman of the board of Pillsbury Mills and a member of the council.

SINGER AND A MANUFACTURER, Jean Madeira, Louis Weyand, vice president of Minnesota Mining and Manufacturing Co., talk opera.

Wiley, vice president of University of Minnesota, Mrs. Peavey Heffelfinger, Mary Downey, Mr. Heffelfinger, president of major Minneapolis grain company.



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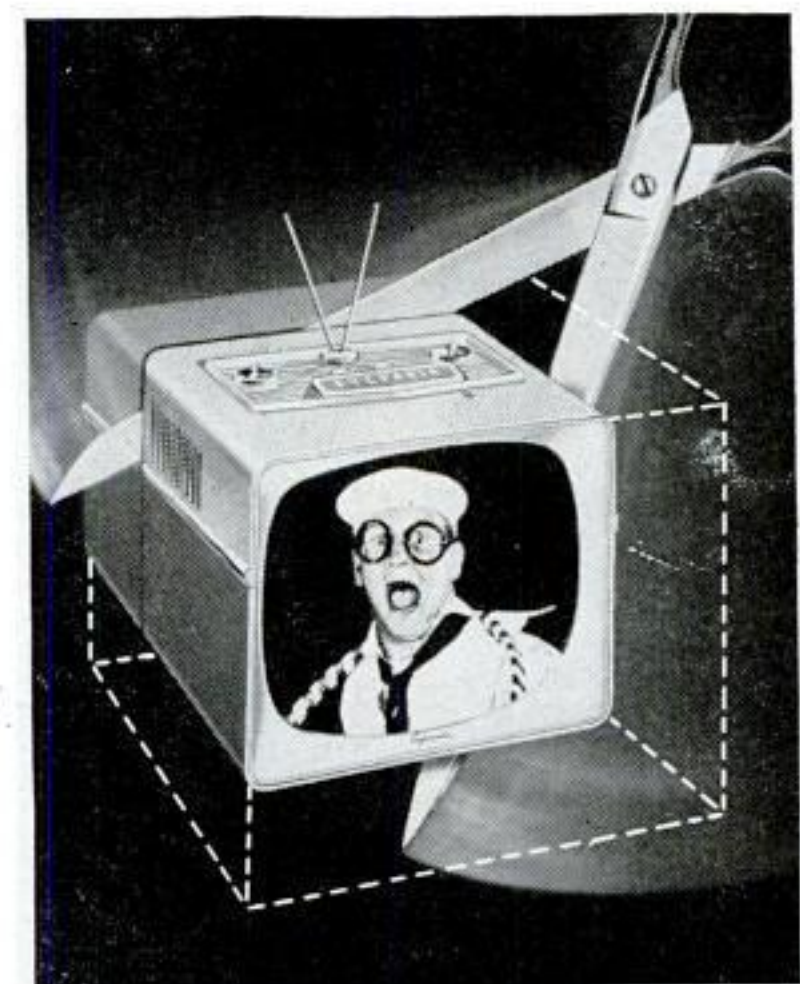
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PHOTOGRAPHER WHO WORKS FOR PEANUTS

Homosassa Springs, Fla. is a favorite spot for photographers, full of beautiful wood ducks and friendly squirrels. Jake Johnson and Jim Reed of the Florida Game and Fresh Water Fish Commission went there recently, to a section that is known as Nature's Giant Fishbowl, in order to take some pictures of the ducks. As Johnson

set up his camera with a telephoto lens, the sociable squirrels came scurrying over to watch him. He put a peanut on the barrel of the telephoto and a squirrel climbing up to get it paused behind the camera and peered through the viewer, enabling Reed to get what looked like a photograph of a photographer who works for peanuts.

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